

2013 Sports, Fitness and Leisure Activities Topline Participation Report



The Sports and Fitness Industry Association

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Your Guide Through the Topline Report

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METHODOLOGY

Method for the Participation Topline Report

This Overview Report from the Physical Activity Council (PAC) is produced by a partnership of six of the major trade associations in US sports, fitness and leisure industries. Each partner produces more detailed reports on their specific areas of interest but this Overview Report summarizes “topline” data about levels of activity in the US. The overall aim of this report is to establish levels of activity and identify key trends in sports, fitness and recreation participation in the US. For more detailed results, please contact the relevant partner listed below.

During January and February of 2013, a total of 42,356 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by Synovate/IPSOS. A total of 15,770 individual and 26,593 household surveys were completed. The total panel is maintained to be representative of the US population for people ages 6 and older. Over sampling of ethnic groups took place to boost response from typically under responding groups.

The 2012 participation survey sample size of 42,356 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.21 percentage points at the 95 percent confidence level. This translates to plus or minus four percent of participants.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 287,138,000 people ages six and older.

In this year’s report we have changed the definition of “inactivity.” In the past, we had included only those participants who report no activity in any of the 126 activities listed for the data year. This year we included 19 sports/fitness activities that require minimal to no physical exertion. We also added a “calorie burning” component.

If you have specific questions, please get in touch with Sports Marketing Surveys USA at usa@sportsmarketingsurveysusa.com or (561) 427-0647.

For more information on the following activities please contact:

- ▶ CLUB/INSTITUTIONAL FITNESS: International Health, Racquet and Sportsclub Association (IHRSA) www.ihrsa.org P: (617) 951-0055
- ▶ GOLF: The National Golf Foundation (NGF) www.ngf.org P: (561) 744-6006
- ▶ OUTDOOR: The Outdoor Foundation (OF) www.outdoorfoundation.org P: (202) 271-3252
- ▶ SNOWSPORTS: The Snowsports Industries America (SIA) www.snowsports.org P: (703) 556-9020
- ▶ TEAM SPORTS / INDIVIDUAL SPORTS / GENERAL FITNESS / WATERSPORTS: The Sports and Fitness Industry Association (SFIA) www.sfia.org P: (301) 495:6321
- ▶ TENNIS: The Tennis Industry Association (TIA) and United States Tennis Association (USTA) www.tennisindustry.org P: (843) 686-3036

BRIEF SUMMARY OF FINDINGS

Inactivity Increases but 33% of Americans are Active to a Healthy Level

- ▶ The Physical Activity Council's annual study continues to track participation in over 120 sports. This report gives a broad overview to the study. For more details on specific sports please contact the relevant PAC Partner (see Methodology).
- ▶ Our new definition of inactivity has broadened to mean "inactives" are those who don't take part in any "active" sport. Using this new definition, there are 80.4 million "inactives." This has increased slightly from 78.9 million in 2011. However, there is an indication that the rate of increase in inactivity is slowing down.
- ▶ While much is written about inactivity, the flip side is that there are 206.7 million "active" Americans age 6 and older. Of course there are various levels of activity and we have classified this by grouping the activities into low, medium and high calorie burning activities. We combined this with participation frequency to see how many Americans take part in a high calorie activity three or more times a week – or to what we have called "Active to a Healthy Level." Using this definition, we estimate 33% of Americans age 6 and older are active to a healthy level (or 94.8 million individuals).
- ▶ Generation Z, or those born in 2000 or after, can now be analyzed in significant numbers so we have included them in the generation analysis for the first time. Participation levels are high for this age group (6 to 12 year olds) having over 50% take part in team sports and outdoor activities.
- ▶ The PAC study also tracks overall spending by category. Spend levels in 2012 were generally higher than in 2011. Of particular interest is the increasing spending on team sports at school. Over half the parents of middle school/high school sports participants pay an extra fee for school sports and over half of these say fees have increased in the last year. Almost 70% of these parents pay more than \$100 for school sports. We will track this going forward to monitor the impact on team sports participation.
- ▶ In terms of aspirational sports, swimming, fitness and outdoor activities feature high on the list for most adult age groups. Team sports are also important for the younger age groups.

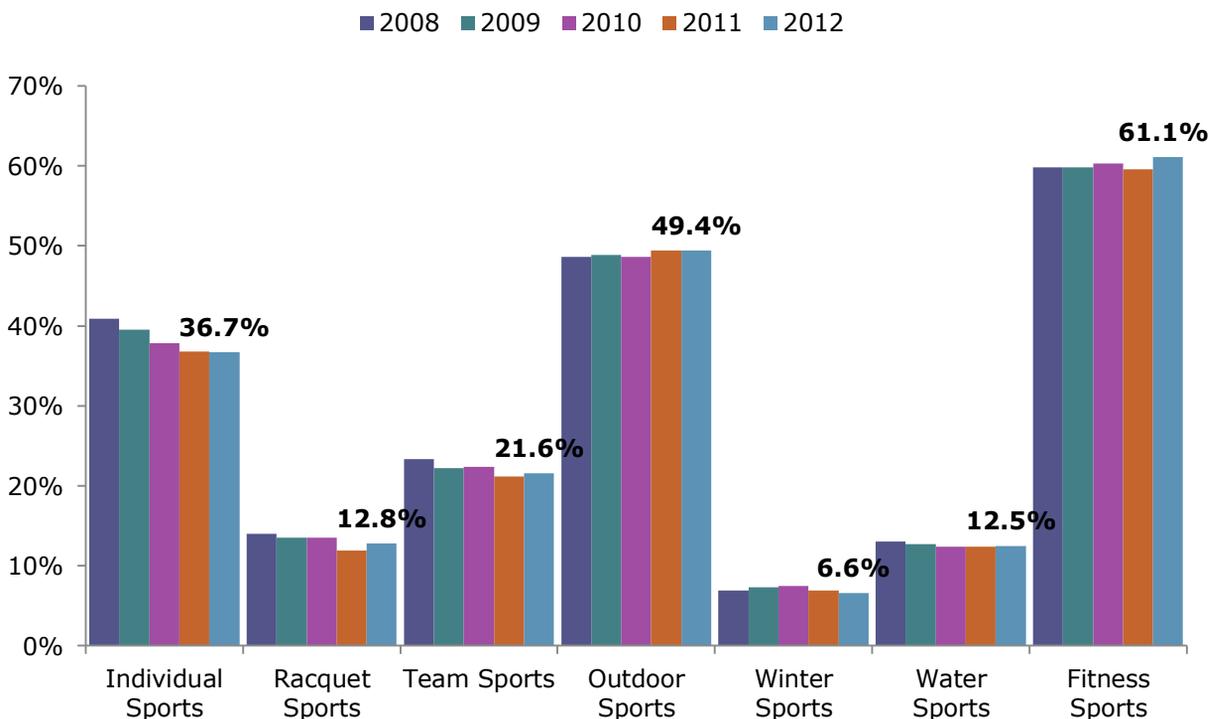
2008 – 2012 PARTICIPATION TRENDS

US Participants, Ages 6+

Total Participation Rate by Sport

Overall participation in sports, fitness and related physical activities remained relatively steady from 2011 to 2012. Fitness Sports had the largest increase of two percent, regaining the previous year 1% loss. Racquet Sports followed with a 1% increase but still remains below the 2008 peak rate of 14%. Both team and water sports slightly increased where individual and winter sports slightly decreased.

Participation Rates: % of Individuals Ages 6+



Note: This measure of winter sports does not include motorized winter sports.

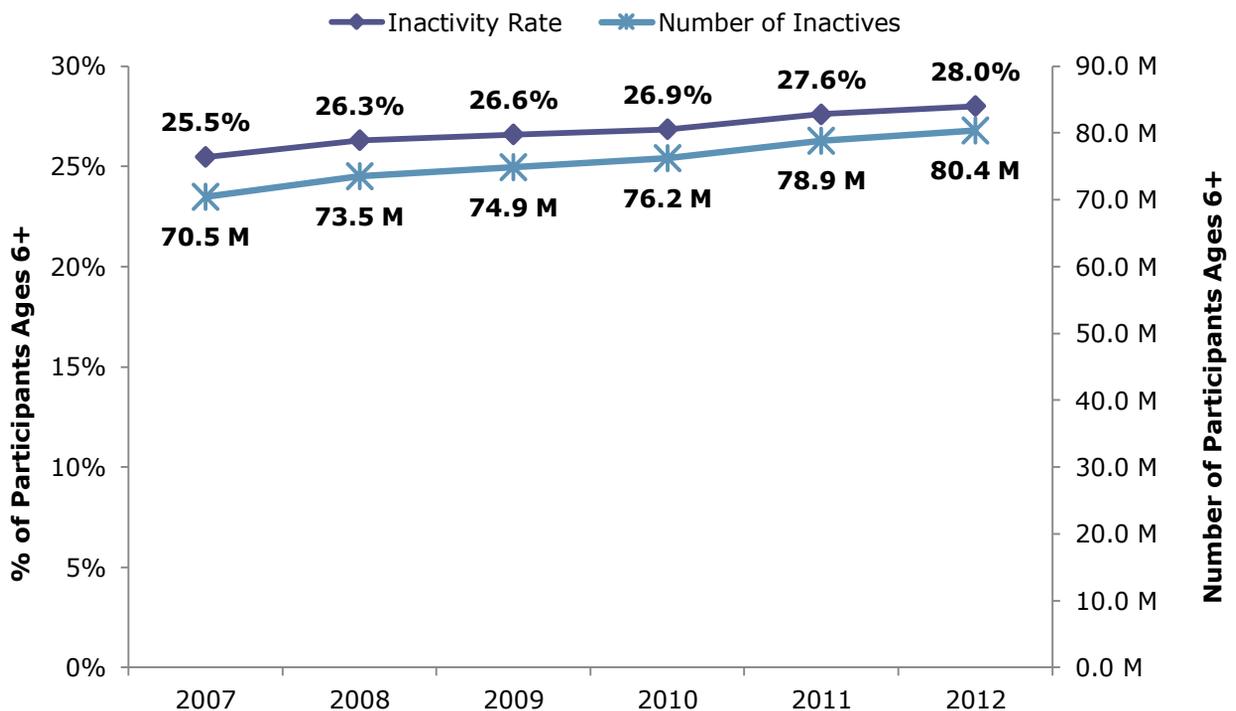
INACTIVITY RATES

US Participants, Ages 6+

Inactivity Levels in the US

As efforts to increase awareness about the benefits of being active are put into play, inactivity continues to be a dominating force. Twenty-eight percent of all Americans are inactive, this is less than 1% increase from last year. However, this increase is still less than the average rate increase over the past 5 years. Even though the levels of inactivity continue to rise, the rate is slowing down.

To better understand inactivity rates, we changed the definition to include 19 sports/activities that are categories as needing minimal to no physical exertion. These include darts, billiards/pool, etc.



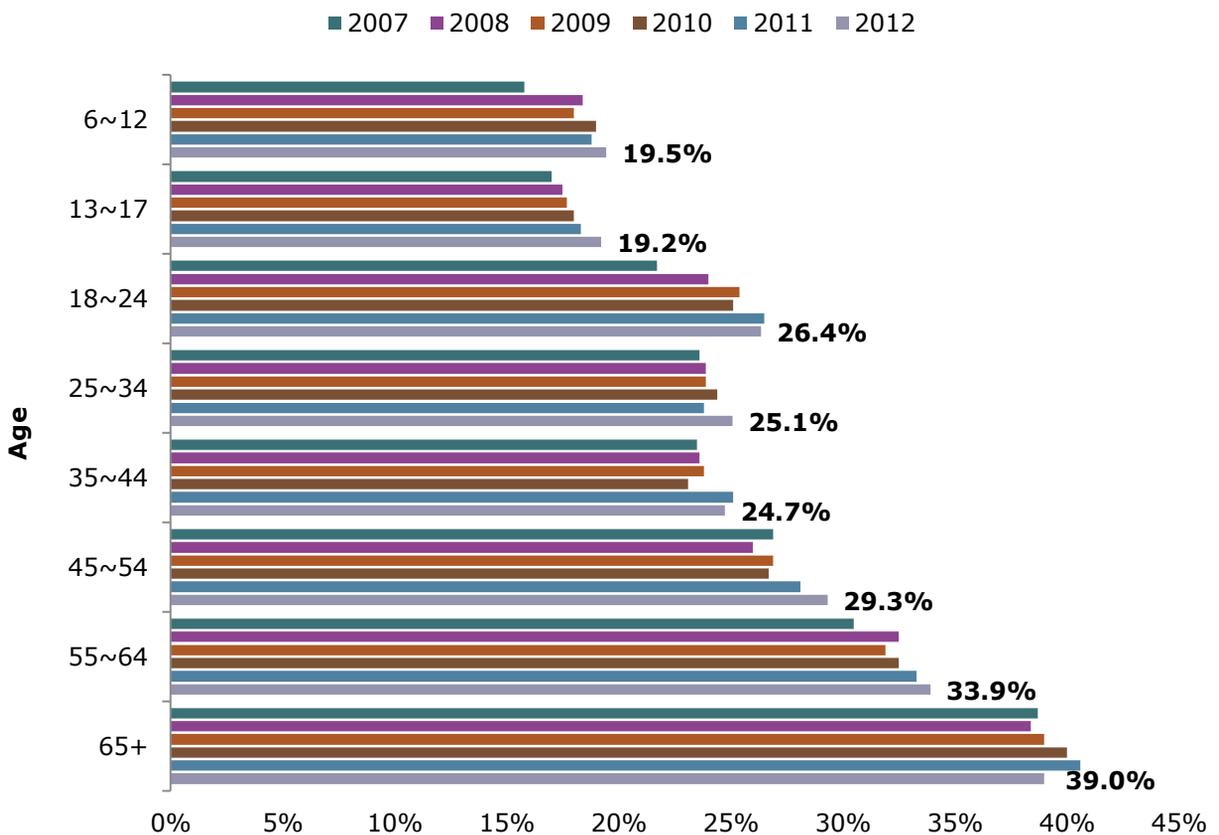
INACTIVITY BY AGE

US Participants, Ages 6+

Inactivity Levels in the US

Inactivity rates have increased in almost all age groups particularly in the younger age groups and the “time-crunched” middle ages 45 to 64. Both of the younger age groups show the highest level of inactivity in the 6 years covered.

College age individuals and those age 65 plus both showed decreases in inactivity. The over 65s are likely to have more time than those heavily involved in work activity.



ACTIVE PARTICIPANTS

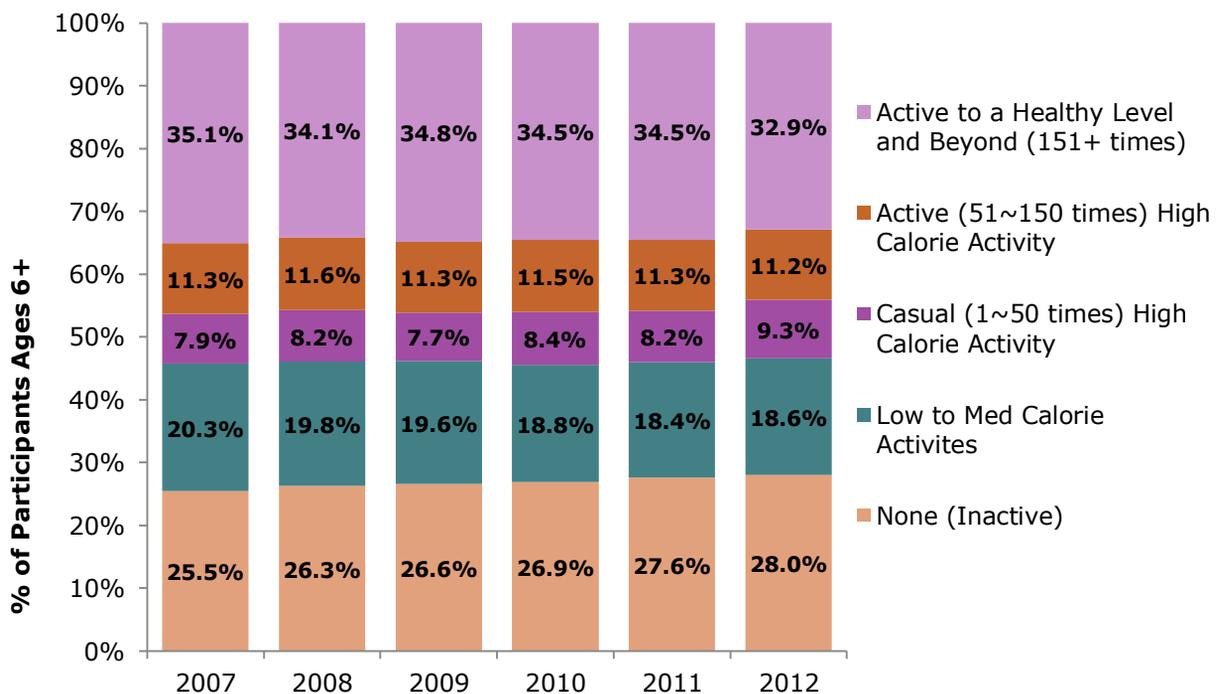
US Participants, Ages 6+

Participation to a Healthy Level

This year, for the first time, a “calorie” component was added to the analysis. The chart below incorporates the frequency of activities with the calorie level from each activity.

A healthy level of participation includes those participants who reported engaging in a high calorie level sport and fitness activities on a frequent basis (151+ times per year). There was a slight decrease of highly active participation from 2011 where rates had remained flat since 2009.

Using this definition we have identified 33% of Americans that are active to a healthy level. This is 94.8 million individuals age 6 and older.

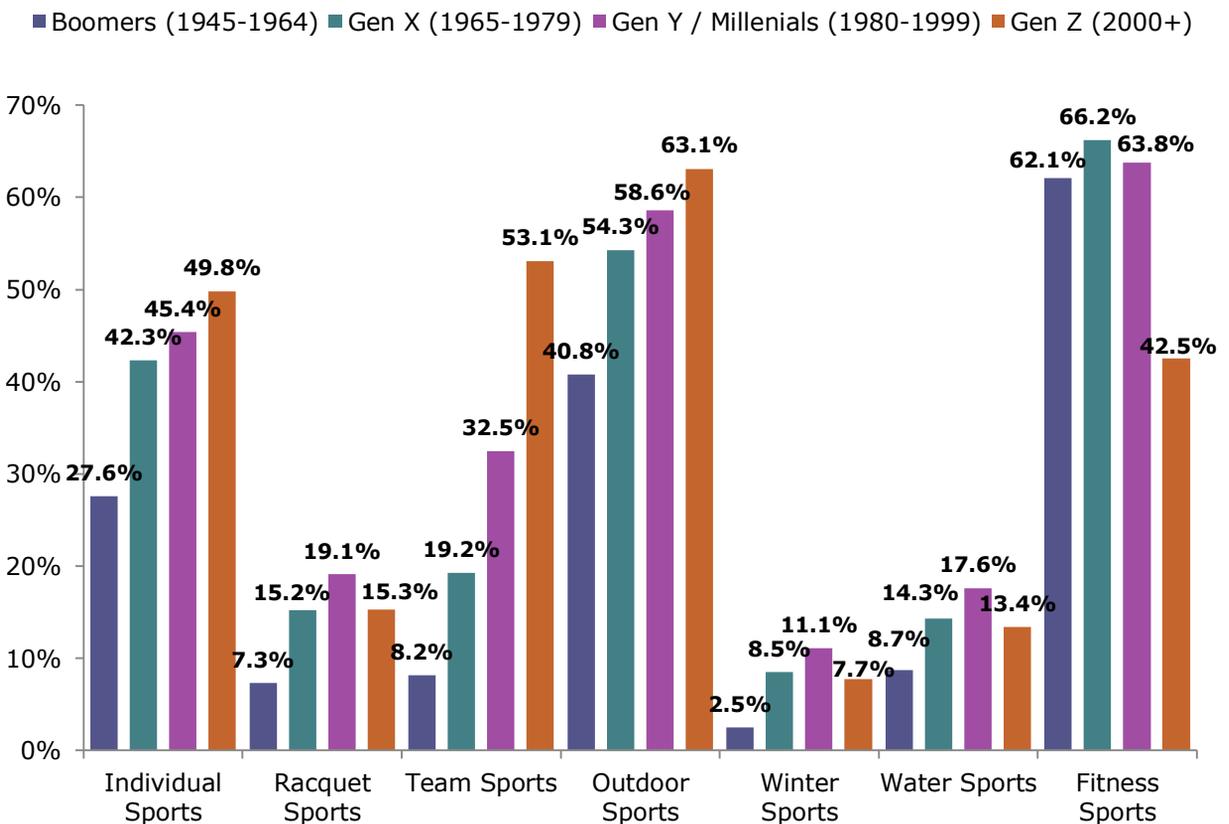


PARTICIPATION BY GENERATION

US Participants, Ages 6+

A Breakdown of Participation Rates by Generation

For the first time this year, we have included Generation Z in the generation analysis. These are individuals who were born in 2000 or later, so they are currently age 6-12. They are an important group as a marker to future levels of activity and an indication of the establishment of future habits. Although Gen Z is still a relatively small group numerically, participation rates for Gen Z are generally good and are highest for outdoor, team and individual sport.



Note: This measure of winter sports does not include motorized winter sports.

GEOGRAPHY OF PHYSICAL ACTIVITY

US Participants, Ages 6+

Participation Across the U.S.

In line with the previous studies the most active states include Colorado and Utah. The states with relatively low levels of healthy include a group of states in the south, Oklahoma, Arkansas and Mississippi.

Active to a Healthy Level: Participation in a high calorie sport/activity at least 151+ times a year, which include all cardio group based activities, cardio machine, running, swimming fitness, cycling, team sports, track, racquet sports, climbing, trail running, boxing, martial arts, boot camp.



Note: Top 39 States only with base of 1000+

SPENDING TRENDS

US Participants, Ages 6+

Spending in 2012 Compared to 2011

As the net average spending increased in 2012 from 2011, most Americans spent about the same on sports and recreation in 2012. Winter sports spending decreased, which is expected due to a poor winter season. However, spending on school team sports increased reflecting the trend towards Pay-to-Play programs in school.

	2011				2012			
	More	Same	Less	Net	More	Same	Less	Net
Team Sports at School	5.2%	14.1%	4.1%	4.7%	6.3%	15.9%	3.8%	9.6%
Team Sports Outside School	5.9%	17.6%	5.0%	3.1%	6.6%	18.9%	5.2%	4.6%
Travel To Take Part In Sports & Recreation	6.3%	20.6%	6.5%	-0.6%	5.9%	20.6%	6.5%	-1.8%
Lessons/Instruction/Sports Camps	5.0%	11.6%	3.8%	5.9%	5.0%	13.3%	4.2%	3.5%
On Gym Membership/Fees	6.1%	17.8%	5.3%	2.7%	6.4%	18.1%	6.0%	1.3%
Individual Sports Events	3.3%	11.0%	3.6%	-1.7%	4.4%	12.7%	4.3%	0.5%
Tennis Membership/Fees	0.8%	5.4%	1.4%	-7.9%	1.8%	7.7%	2.0%	-1.7%
Winter Sports	2.0%	9.9%	4.4%	-14.7%	2.7%	11.5%	4.0%	-7.2%
Outdoor Recreation Activities	6.7%	32.3%	7.3%	-1.3%	7.3%	32.1%	7.1%	0.4%
Sports/Recreation Clothing	9.0%	34.2%	8.5%	1.0%	9.4%	33.8%	9.0%	0.8%
Sports/Recreation Footwear	9.5%	36.8%	8.2%	2.4%	9.7%	36.1%	8.9%	1.5%
Sports/Recreation Equipment	7.7%	27.9%	8.4%	-1.6%	7.6%	27.1%	9.0%	-3.2%

* Net is calculated by taking the % spending more less those spending less but re-based for just those spending.

PROJECTED SPENDING

US Participants, Ages 6+

Spending Plans for 2013 Compared to 2012

Spending plans don't always materialize but it is useful to look at intentions and compare with previous studies. Overall, Americans plan to spend more in 2013 than they had predicted to spend in 2012. Spending on team sports at school and lessons/instructions/sports camp is set to increase as it has for the past two years.

	Projected Spending for 2012				Projected Spending for 2013			
	More	Same	Less	Net	More	Same	Less	Net
Team Sports at School	5.6%	15.9%	3.1%	10.2%	6.6%	17.3%	3.1%	13.0%
Team Sports Outside School	6.3%	19.3%	3.6%	9.3%	7.5%	20.2%	3.7%	12.1%
Travel To Take Part In Sports & Recreation	7.6%	21.7%	4.5%	9.2%	8.1%	22.0%	4.5%	10.4%
Lessons/Instruction/Sports Camps	5.6%	14.4%	2.8%	12.2%	6.6%	15.9%	3.4%	12.4%
On Gym Membership/Fees	6.4%	20.9%	3.6%	9.1%	7.7%	20.8%	3.9%	11.7%
Individual Sports Events	4.9%	13.8%	2.4%	11.8%	6.6%	15.3%	3.2%	13.5%
Tennis Membership/Fees	1.0%	7.7%	1.3%	-3.0%	2.2%	10.0%	2.1%	0.7%
Winter Sports	3.4%	12.9%	3.0%	2.1%	4.3%	14.0%	3.4%	4.1%
Outdoor Recreation Activities	9.5%	32.1%	4.2%	11.6%	11.9%	31.2%	4.6%	15.3%
Sports/Recreation Clothing	9.0%	37.7%	7.7%	2.4%	10.9%	37.1%	7.4%	6.3%
Sports/Recreation Footwear	9.3%	39.9%	7.5%	3.2%	11.8%	38.3%	7.2%	8.0%
Sports/Recreation Equipment	7.6%	31.6%	8.2%	-1.3%	9.0%	30.5%	7.4%	3.4%

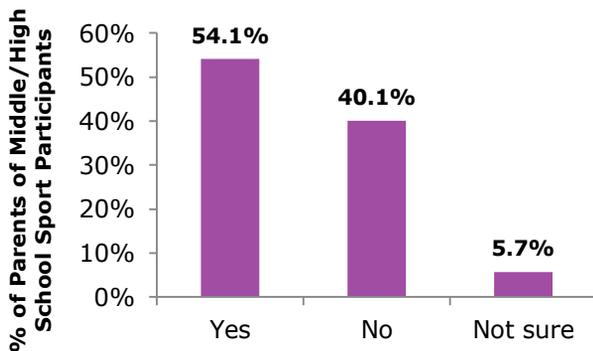
* Net is calculated by taking the % spending more less those spending less but re-based for just those spending.

PAY-TO-PLAY

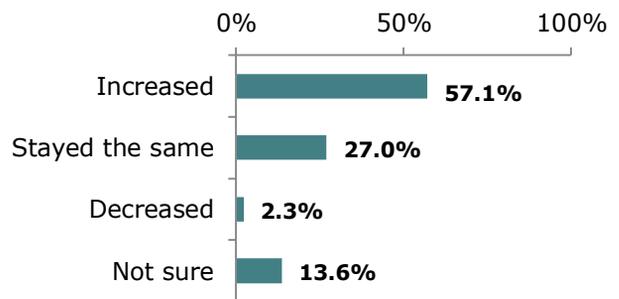
2012 Pay-to-Play School Program

Pay-to-Play programs are increasing among middle/high school programs. These programs charge parents a flat rate fee for their child to participate in school sports. Of the 9% who responded having children playing a sport in middle/high school, over half contribute to a Pay-to-Play program. Most parents reported that these fees increased this year, while only 2% reported a decrease. Almost 70% pay more than \$100.00 extra fee for their child's school sports.

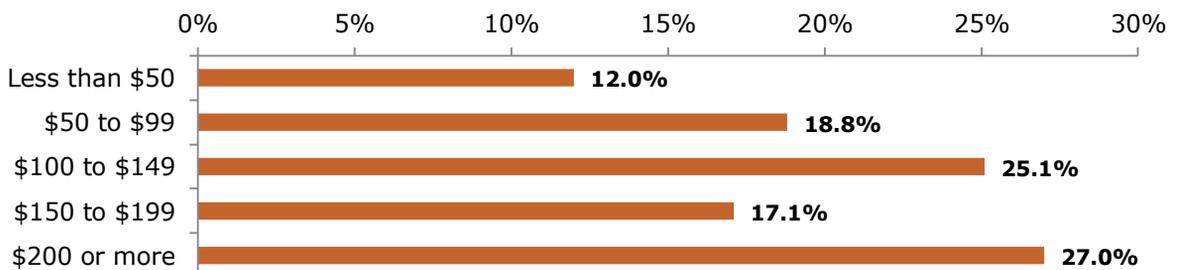
Do you pay an extra fee for your child's school sports?



Has your child's sports fee change this school year compared to last school year?



Approximately how much do you spend for your child(ren) to play sports at school?



ASPIRATIONAL INTEREST

US Participants, Ages 6+

Which Sports Interest Non-Participants

Swimming for Fitness is the most popular “aspirational” sport amongst almost all age groups. Besides swimming, most interest lies in outdoor activities. Children ages 6 to 12 have an increased interest in camping, where young adults ages 18-24 are becoming more interested in running/jogging. Bicycling is also becoming more attractive to adults ages 25-54.

Ages 6-12	Ages 13-17	Ages 18-24	Ages 25-34
Swimming For Fitness	Working Out With Weights	Swimming For Fitness	Swimming For Fitness
Camping	Swimming For Fitness	Running/Jogging	Bicycling
Martial Arts	Bicycling	Trail Running	Trail Running
Bicycling	Working Out Using Machines	Bicycling	Running/Jogging
Running/Jogging	Camping	Hiking	Hiking
Soccer	Running/Jogging	Working Out With Weights	Working Out Using Machines
Fishing	Hiking	Camping	Camping
Hiking	Trail Running	Working Out Using Machines	Working Out With Weights
Basketball	Martial Arts	Backpacking	Fitness Classes
Canoeing	Shooting	Rafting	Basketball

Ages 35-44	Ages 45-54	Ages 55-64	Ages 65+
Swimming For Fitness	Bicycling	Swimming For Fitness	Swimming For Fitness
Bicycling	Swimming For Fitness	Bicycling	Working Out Using Machines
Hiking	Hiking	Working Out Using Machines	Bicycling
Working Out With Weights	Working Out With Weights	Hiking	Fishing
Camping	Camping	Working Out With Weights	Birdwatching/Wildlife Viewing
Running/Jogging	Working Out Using Machines	Camping	Hiking
Working Out Using Machines	Running/Jogging	Fitness Classes	Fitness Classes
Fitness Classes	Fishing	Fishing	Camping
Trail Running	Fitness Classes	Birdwatching/Wildlife Viewing	Working Out With Weights
Backpacking	Birdwatching/Wildlife Viewing	Running/Jogging	Shooting

Ranked by top ten most popular interested sport and activity.

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

A Breakdown of Participation in All Measured Sports

Aerobic Activities

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Aerobics (High impact)										
Total participation	1+ times	11,287	11,780	12,771	14,567	15,755	16,178	2.7%	5.4%	7.5%
Casual	1-49 times	5,004	5,385	5,850	6,699	7,282	7,819	7.4%	8.0%	9.4%
CORE	50+ times	6,283	6,395	6,921	7,868	8,473	8,359	-1.3%	3.2%	6.0%
Aerobics (Low impact)										
Total participation	1+ times	22,397	23,283	24,927	26,431	25,950	25,707	-0.9%	-1.4%	2.9%
Casual	1-49 times	9,341	10,181	11,028	11,725	11,826	11,937	0.9%	0.9%	5.1%
CORE	50+ times	13,056	13,102	13,899	14,706	14,124	13,770	-2.5%	-3.2%	1.2%
Aerobics (Step)										
Total participation	1+ times	8,528	9,423	10,551	11,034	10,273	9,577	-6.8%	-6.8%	2.7%
Casual	1-49 times	4,454	5,238	5,748	5,839	5,642	5,518	-2.2%	-2.8%	4.7%
CORE	50+ times	4,074	4,186	4,803	5,195	4,632	4,059	-12.4%	-11.6%	0.5%
Aquatic Exercise										
Total participation	1+ times	9,757	9,512	8,965	8,947	9,042	9,177	1.5%	1.3%	-1.2%
Casual	1-49 times	5,993	5,894	5,411	5,345	5,598	5,785	3.4%	4.0%	-0.6%
CORE	50+ times	3,764	3,619	3,554	3,602	3,444	3,392	-1.5%	-2.9%	-2.0%
Boot Camp Style Cross-Training										
Total participation	1+ times					7,706	7,496	-2.7%		
Casual	1-49 times					4,818	4,787	-0.6%		
CORE	50+ times					2,888	2,709	-6.2%		
Cardio Kickboxing										
Total participation	1+ times	4,812	4,905	5,500	6,287	6,488	6,725	3.7%	3.4%	7.0%
Casual	1-49 times	2,987	3,130	3,422	4,020	4,411	4,455	1.0%	5.4%	8.5%
CORE	50+ times	1,825	1,775	2,078	2,267	2,077	2,271	9.3%	0.5%	4.9%
Cross-Country Ski Machine										
Total participation	1+ times	3,696	3,593	3,294	3,091	2,913	2,741	-5.9%	-5.8%	-5.8%
Casual	1-49 times	1,857	1,919	1,747	1,633	1,706	1,690	-0.9%	1.8%	-1.7%
CORE	50+ times	1,839	1,674	1,547	1,458	1,208	1,051	-12.9%	-15.1%	-10.5%
Elliptical Motion Trainer										
Total participation	1+ times	23,586	24,435	25,903	27,319	29,734	28,560	-3.9%	2.4%	4.0%
Casual	1-49 times	10,972	11,350	11,907	12,724	13,999	13,638	-2.6%	3.7%	4.5%
CORE	50+ times	12,614	13,085	13,996	14,595	15,736	14,922	-5.2%	1.3%	3.5%
Other Exercise to Music										
Total participation	1+ times	22,294	22,094	21,969	22,503	23,610	25,034	6.0%	5.5%	2.4%
Casual	1-49 times	9,661	9,583	9,622	10,428	11,447	12,182	6.4%	8.1%	4.8%
CORE	50+ times	12,633	12,511	12,347	12,075	12,163	12,852	5.7%	3.2%	0.4%
Running/Jogging										
Total participation	1+ times	41,064	41,097	42,511	46,650	50,061	51,450	2.8%	5.0%	4.7%
Casual	1-49 times	16,824	17,276	18,031	20,039	21,409	21,973	2.6%	4.7%	5.5%
CORE	50+ times	24,240	23,821	24,481	26,612	28,651	29,478	2.9%	5.3%	4.1%

*AAG- Average Annual Growth

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Aerobic Activities cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Stair Climbing Machine										
Total participation	1+ times	13,521	13,863	13,653	13,269	13,409	12,979	-3.2%	-1.1%	-0.8%
Casual	1-49 times	7,107	7,562	7,511	7,233	7,559	7,303	-3.4%	0.6%	0.6%
CORE	50+ times	6,414	6,301	6,143	6,035	5,850	5,676	-3.0%	-3.0%	-2.4%
Stationary Cycling (Recumbent)										
Total participation	1+ times	10,818	11,104	11,299	11,459	11,933	11,649	-2.4%	0.9%	1.5%
Casual	1-49 times	5,261	5,641	5,785	5,848	6,176	6,087	-1.4%	2.1%	3.0%
CORE	50+ times	5,557	5,463	5,514	5,611	5,757	5,562	-3.4%	-0.4%	0.0%
Stationary Cycling (Group)										
Total participation	1+ times	6,314	6,504	6,762	7,854	8,738	8,477	-3.0%	4.1%	6.3%
Casual	1-49 times	3,371	3,620	3,844	4,536	5,088	5,053	-0.7%	5.7%	8.6%
CORE	50+ times	2,943	2,884	2,918	3,318	3,650	3,424	-6.2%	1.9%	3.3%
Stationary Cycling (Upright)										
Total participation	1+ times	24,531	24,918	24,916	24,578	24,409	24,338	-0.3%	-0.5%	-0.2%
Casual	1-49 times	11,581	12,117	12,224	12,183	12,187	12,178	-0.1%	0.0%	1.0%
CORE	50+ times	12,950	12,801	12,692	12,395	12,222	12,160	-0.5%	-0.9%	-1.2%
Swimming (Fitness)										
Total participation	1+ times					21,517	23,216	7.9%		
Casual	1-49 times					14,065	15,139	7.6%		
CORE	50+ times					7,453	8,077	8.4%		
Treadmill										
Total participation	1+ times	50,073	49,722	50,395	52,275	53,260	50,839	-4.5%	-1.3%	0.3%
Casual	1-49 times	20,891	21,077	21,161	21,896	22,642	22,248	-1.7%	0.8%	1.3%
CORE	50+ times	29,182	28,646	29,234	30,378	30,617	28,591	-6.6%	-2.9%	-0.3%
Walking for Fitness										
Total participation	1+ times	108,740	110,204	110,882	112,082	112,715	114,029	1.2%	0.9%	1.0%
Casual	1-49 times	31,903	33,598	34,520	34,538	34,569	35,267	2.0%	1.1%	2.0%
CORE	50+ times	76,837	76,606	76,362	77,544	78,146	78,762	0.8%	0.8%	0.5%

Conditioning Activities

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Abdominal Machine/Device										
Total participation	1+ times	20,426	20,172	19,691	18,978	18,721	18,907	1.0%	-0.2%	-1.5%
Casual	1-49 times	7,625	7,782	7,448	7,383	7,549	7,640	1.2%	1.7%	0.1%
CORE	50+ times	12,801	12,390	12,243	11,596	11,172	11,267	0.9%	-1.4%	-2.5%
Calisthenics										
Total participation	1+ times	8,629	8,888	9,127	9,097	8,787	9,356	6.5%	1.5%	1.7%
Casual	1-49 times	2,041	2,539	3,131	3,182	2,996	3,287	9.7%	1.9%	10.6%
CORE	50+ times	6,588	6,344	5,991	5,915	5,791	6,069	4.8%	1.4%	-1.6%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Conditioning Activities cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Pilates Training										
Total participation	1+ times	9,192	9,039	8,770	8,404	8,507	8,519	0.1%	0.7%	-1.5%
Casual	1-49 times	5,085	5,217	5,077	4,863	5,191	5,212	0.4%	3.6%	0.6%
CORE	50+ times	4,107	3,823	3,694	3,541	3,316	3,307	-0.3%	-3.3%	-4.2%
Rowing Machine										
Total participation	1+ times	8,782	8,902	9,098	9,469	9,765	9,975	2.2%	2.6%	2.6%
Casual	1-49 times	4,451	4,614	4,751	5,023	5,359	5,521	3.0%	4.9%	4.4%
CORE	50+ times	4,331	4,288	4,347	4,446	4,406	4,454	1.1%	0.1%	0.6%
Stretching										
Total participation	1+ times	36,181	36,235	36,299	35,720	34,687	35,873	3.4%	0.3%	-0.1%
Casual	1-49 times	7,863	8,266	8,727	8,578	8,165	8,996	10.2%	2.7%	2.9%
CORE	50+ times	28,318	27,969	27,573	27,142	26,522	26,877	1.3%	-0.5%	-1.0%
Tai Chi										
Total participation	1+ times		3,424	3,315	3,193	2,975	3,203	7.7%	0.4%	
Casual	1-49 times		1,827	1,835	1,819	1,641	1,835	11.8%	1.0%	
CORE	50+ times		1,597	1,480	1,374	1,334	1,369	2.6%	-0.2%	
Yoga										
Total participation	1+ times		17,758	18,934	20,998	22,107	23,253	5.2%	5.2%	
Casual	1-49 times		10,736	11,143	12,045	12,548	13,305	6.0%	5%	
CORE	50+ times		7,022	7,791	8,953	9,559	9,949	4.1%	5%	

Strength Activities

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Free Weights (Barbells)										
Total participation	1+ times	25,499	25,821	26,595	27,194	27,056	26,688	-1.4%	-0.9%	0.9%
Casual	1-49 times	8,181	8,454	8,528	9,072	9,345	9,435	1.0%	2.0%	2.9%
CORE	50+ times	17,318	17,367	18,067	18,122	17,711	17,253	-2.6%	-2.4%	0.0%
Free Weights (Dumbbells)										
Total participation	1+ times	32,371	33,381	35,068	36,566	36,470	36,604	0.4%	0.1%	2.5%
Casual	1-49 times	10,797	11,306	11,633	12,478	12,944	13,362	3.2%	3.5%	4.4%
CORE	50+ times	21,574	22,076	23,435	24,088	23,526	23,242	-1.2%	-1.8%	1.5%
Free Weights (Hand Weights)										
Total participation	1+ times	43,821	43,409	44,466	45,928	46,944	46,564	-0.8%	0.7%	1.2%
Casual	1-49 times	15,635	15,853	15,817	16,396	17,676	17,751	0.4%	4.1%	2.6%
CORE	50+ times	28,186	27,557	28,649	29,533	29,268	28,813	-1.6%	-1.2%	0.5%
Home Gym Exercise										
Total participation	1+ times	25,823	25,169	24,638	24,672	25,083	25,492	1.6%	1.6%	-0.2%
Casual	1-49 times	9,577	9,591	9,610	9,637	9,948	10,402	4.6%	3.9%	1.7%
CORE	50+ times	16,246	15,578	15,029	15,035	15,136	15,090	-0.3%	0.2%	-1.4%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Strength Activities cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Weight/Resistance Machines										
Total participation	1+ times	39,290	38,844	39,075	39,185	39,548	38,999	-1.4%	-0.2%	-0.1%
Casual	1-49 times	14,555	14,742	14,411	14,484	15,287	15,383	0.6%	3.1%	1.1%
CORE	50+ times	24,735	24,102	24,665	24,701	24,261	23,617	-2.7%	-2.2%	-0.9%

Individual Sports

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Adventure Racing										
Total participation	1+ times	698	809	1,005	1,214	1,202	1,618	34.6%	16.8%	18.9%
Casual	1 time	257	221	343	434	337	672	99.8%	38.7%	29.0%
CORE	2+ times	441	588	662	780	866	945	9.2%	10.1%	16.8%
Archery										
Total participation	1+ times	5,950	6,180	6,368	6,323	6,471	7,173	10.8%	6.6%	3.9%
Casual	1-25 times	4,839	5,070	5,336	5,387	5,546	5,967	7.6%	5.3%	4.3%
CORE	26+ times	1,111	1,110	1,032	936	926	1,205	30.2%	14.6%	2.5%
Billiards/Pool										
Total participation	1+ times	51,089	50,054	46,012	41,195	36,831	34,712	-5.8%	-8.2%	-7.4%
Casual	1-12 times	30,795	31,318	29,572	26,560	24,700	23,639	-4.3%	-5.7%	-5.1%
CORE	13+ times	20,294	18,736	16,440	14,635	12,132	11,073	-8.7%	-12.9%	-11.3%
Bowling										
Total participation	1+ times	60,184	59,417	57,972	56,585	53,906	48,614	-9.8%	-7.3%	-4.1%
Casual	1-12 times	44,762	44,965	44,582	43,732	42,423	37,939	-10.6%	-6.8%	-3.2%
CORE	13+ times	15,422	14,452	13,389	12,853	11,483	10,674	-7.0%	-8.8%	-7.1%
Boxing for Fitness										
Total participation	1+ times				4,788	4,631	4,831	4.3%	0.5%	
Casual	1-12 times				2,495	2,228	2,075	-6.8%	-8.8%	
CORE	13+ times				2,293	2,404	2,756	14.7%	9.7%	
Boxing for Competition										
Total participation	1+ times				855	747	959	28.3%	7.9%	
Casual	1-12 times				598	516	769	49.1%	17.6%	
CORE	13+ times				257	232	190	-17.9%	-13.9%	
Darts										
Total participation	1+ times	24,709	24,080	21,737	19,070	17,249	16,190	-6.1%	-7.8%	-8.0%
Casual	1-12 times	16,106	15,845	14,433	12,667	11,707	11,080	-5.4%	-6.5%	-7.1%
CORE	13+ times	8,603	8,235	7,304	6,403	5,541	5,110	-7.8%	-10.6%	-9.8%
Horseback Riding										
Total participation	1+ times	12,098	11,457	10,286	9,782	9,335	8,423	-9.8%	-7.2%	-7.0%
Casual	1-12 times	8,330	7,857	7,134	6,927	6,813	6,136	-9.9%	-5.8%	-5.9%
CORE	13+ times	3,768	3,600	3,152	2,855	2,522	2,287	-9.3%	-10.5%	-9.5%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Individual Sports cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Ice Skating										
Total participation	1+ times	11,430	11,215	10,964	11,477	11,626	11,214	-3.5%	-1.1%	-0.3%
Casual	1-12 times	9,514	9,556	9,480	9,817	9,898	9,375	-5.3%	-2.2%	-0.3%
CORE	13+ times	1,916	1,659	1,485	1,660	1,728	1,838	6.4%	5.3%	-0.3%
Martial Arts										
Total participation	1+ times	6,865	6,818	6,643	6,002	5,037	5,075	0.8%	-7.7%	-5.6%
Casual	1-12 times	1,366	1,431	1,435	1,424	1,171	1,207	3.1%	-7.3%	-2.1%
CORE	13+ times	5,499	5,388	5,209	4,579	3,866	3,869	0.1%	-7.7%	-6.6%
Mixed Martial Arts for Competition										
Total participation	1+ times				910	713	749	5.1%	-8.3%	
Casual	1-12 times				528	419	638	52.5%	15.9%	
CORE	13+ times				382	294	182	-38.1%	-30.6%	
Mixed Martial Arts for Fitness										
Total participation	1+ times				1,745	1,697	1,977	16.5%	6.9%	
Casual	1-12 times				577	536	816	52.2%	22.6%	
CORE	13+ times				1,168	1,162	1,161	0.0%	-0.3%	
Roller Skating (2x2 wheels)										
Total participation	1+ times	8,921	8,388	8,001	8,137	7,851	7,274	-7.3%	-5.4%	-3.9%
Casual	1-12 times	7,004	6,648	6,324	6,289	6,311	5,928	-6.1%	-2.9%	-3.2%
CORE	13+ times	1,917	1,741	1,677	1,848	1,540	1,347	-12.5%	-14.6%	-6.4%
Roller Skating (Inline wheels)										
Total participation	1+ times	10,814	10,211	8,942	8,128	7,451	6,647	-10.8%	-9.6%	-9.2%
Casual	1-12 times	6,094	6,002	5,572	5,257	5,055	4,548	-10.0%	-6.9%	-5.6%
CORE	13+ times	4,720	4,210	3,371	2,871	2,397	2,100	-12.4%	-14.5%	-14.9%
Scooter Riding (Non-motorized)										
Total participation	1+ times	6,782	6,588	5,729	4,963	4,829	4,636	-4.0%	-3.3%	-7.2%
Casual	1-12 times	2,971	2,569	1,922	1,716	1,642	1,755	6.9%	1.3%	-9.4%
CORE	13+ times	4,460	4,346	3,810	3,247	3,187	2,881	-9.6%	-5.7%	-8.2%
Skateboarding										
Total participation	1+ times	8,429	8,118	7,580	7,080	6,318	6,227	-1.4%	-6.1%	-5.8%
Casual	1-25 times	4,589	4,332	4,006	3,832	3,420	3,527	3.1%	-3.8%	-5.0%
CORE	26+ times	3,840	3,787	3,574	3,248	2,897	2,700	-6.8%	-8.8%	-6.7%
Trail Running										
Total participation	1+ times	4,216	4,537	4,845	4,985	5,373	5,806	8.1%	7.9%	6.6%
Triathlon (Non-Traditional/Off Road)										
Total participation	1+ times	483	543	634	798	819	1,075	31.3%	17.0%	17.8%
Casual	1 time	121	205	254	206	167	341	104.8%	42.9%	31.9%
CORE	2+ times	362	338	380	592	653	734	12.5%	11.4%	16.9%
Triathlon (Traditional/Road)										
Total participation	1+ times	798	943	1,148	1,593	1,686	1,789	6.1%	6.0%	18.1%
Casual	1 time	248	300	374	496	519	616	18.8%	11.7%	20.4%
CORE	2+ times	550	643	774	1,097	1,167	1,173	0.5%	3.4%	17.2%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Racquet Sports

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Badminton										
Total participation	1+ times	7,057	7,148	7,469	7,645	7,135	7,278	2.0%	-2.3%	0.7%
Casual	1-12 times	4,785	4,937	5,123	4,973	4,687	5,092	8.7%	1.5%	1.4%
CORE	13+ times	2,272	2,211	2,346	2,672	2,448	2,185	-10.7%	-9.6%	-0.4%
Cardio Tennis										
Total participation	1+ times		830	1,004	1,340	1,293	1,442	11.5%	4%	
Racquetball										
Total participation	1+ times	4,229	4,611	4,784	4,603	4,357	4,070	-6.6%	-6.0%	-0.6%
Casual	1-12 times	2,292	2,603	2,807	2,754	2,587	2,572	-0.6%	-3.3%	2.6%
CORE	13+ times	1,937	2,008	1,978	1,849	1,772	1,498	-15.5%	-9.8%	-4.8%
Squash										
Total participation	1+ times	612	659	796	1,031	1,112	1,290	16.0%	11.9%	16.4%
Casual	1-7 times	323	389	512	689	725	928	28.1%	16.6%	24.0%
CORE	8+ times	289	269	284	342	387	361	-6.5%	3.3%	5.1%
Table Tennis										
Total participation	1+ times	15,955	16,578	18,251	19,374	18,561	16,823	-9.4%	-6.8%	1.3%
Casual	1-12 times	10,865	11,530	12,773	13,245	12,963	12,041	-7.1%	-4.6%	2.3%
CORE	13+ times	5,090	5,048	5,478	6,129	5,598	4,782	-14.6%	-11.6%	-0.7%
Tennis										
Total participation	1+ times	16,940	17,749	18,546	18,719	17,772	17,020	-4.2%	-4.6%	0.2%

Team Sports

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Baseball										
Total participation	1+ times	16,058	15,539	14,429	14,198	13,561	12,976	-4.3%	-4.4%	-4.2%
Casual	1-12 times	4,493	4,674	4,639	4,640	4,212	3,931	-6.7%	-8.0%	-2.5%
CORE	13+ times	11,565	10,866	9,790	9,558	9,350	9,046	-3.3%	-2.7%	-4.7%
Basketball										
Total participation	1+ times	25,961	26,108	25,131	25,156	24,790	23,708	-4.4%	-2.9%	-1.8%
Casual	1-12 times	7,956	8,269	8,070	8,094	8,118	7,389	-9.0%	-4.3%	-1.4%
CORE	13+ times	18,005	17,839	17,061	17,062	16,672	16,319	-2.1%	-2.2%	-1.9%
Cheerleading										
Total participation	1+ times	3,279	3,192	3,070	3,134	3,049	3,244	6.4%	1.8%	-0.1%
Casual	1-25 times	1,144	1,251	1,309	1,462	1,487	1,514	1.8%	1.8%	5.8%
CORE	26+ times	2,135	1,940	1,761	1,672	1,562	1,730	10.8%	2.1%	-3.8%
Field Hockey										
Total participation	1+ times	1,127	1,122	1,092	1,182	1,147	1,237	7.8%	2.4%	2.0%
Casual	1-7 times	550	560	493	539	536	578	7.8%	3.7%	1.3%
CORE	8+ times	577	562	600	644	611	659	7.8%	1.4%	2.8%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Team Sports cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Football (Flag)										
Total participation	1+ times		7,310	6,932	6,660	6,325	5,865	-7.3%	-6%	
Casual	1-12 times		4,001	3,776	3,623	3,501	2,963	-15.4%	-9%	
CORE	13+ times		3,309	3,156	3,037	2,825	2,902	2.7%	-2%	
Football (Touch)										
Total participation	1+ times		10,493	9,726	8,663	7,684	7,295	-5.1%	-8.2%	
Casual	1-12 times		6,199	5,650	5,024	4,614	4,015	-13.0%	-10.6%	
CORE	13+ times		4,294	4,077	3,639	3,069	3,280	6.9%	-4.4%	
Football (Tackle)										
Total participation	1+ times	7,939	7,816	7,243	6,850	6,448	6,220	-3.5%	-4.7%	-4.7%
Casual	1-25 times	3,700	3,585	3,291	3,060	2,691	2,566	-4.7%	-8.4%	-7.0%
CORE	26+ times	4,239	4,230	3,952	3,790	3,757	3,655	-2.7%	-1.8%	-2.9%
Gymnastics										
Total participation	1+ times	4,066	3,975	3,952	4,418	4,824	5,115	6.0%	7.6%	4.8%
Casual	1-49 times	2,262	2,321	2,461	2,734	2,991	3,252	8.7%	9.1%	7.6%
CORE	50+ times	1,804	1,654	1,492	1,684	1,832	1,863	1.7%	5.3%	1.0%
Ice Hockey										
Total participation	1+ times	1,840	1,871	2,018	2,140	2,131	2,363	10.9%	5.3%	5.2%
Casual	1-12 times	558	724	918	1,006	957	1,082	13.1%	4.1%	14.9%
CORE	13+ times	1,282	1,148	1,101	1,134	1,174	1,281	9.1%	6.3%	0.2%
Lacrosse										
Total participation	1+ times	1,058	1,092	1,162	1,423	1,501	1,607	7.1%	6.3%	8.9%
Casual	1-12 times	349	456	543	637	701	788	12.4%	11.2%	17.9%
CORE	13+ times	709	637	619	786	800	819	2.4%	2.1%	3.6%
Paintball										
Total participation	1+ times	5,476	5,167	4,705	4,104	3,606	3,528	-2.2%	-7.1%	-8.3%
Casual	1-7 times	3,195	3,062	2,886	2,739	2,579	2,456	-4.7%	-5.3%	-5.1%
CORE	8+ times	2,281	2,105	1,820	1,365	1,028	1,072	4.3%	-10.2%	-13.3%
Roller Hockey										
Total participation	1+ times	1,681	1,569	1,427	1,374	1,237	1,367	10.5%	0.3%	-3.8%
Casual	1-12 times	950	959	902	926	834	875	5.0%	-2.5%	-1.5%
CORE	13+ times	731	609	524	448	404	493	22.1%	6.1%	-6.6%
Rugby										
Total participation	1+ times	617	654	720	940	850	887	4.4%	-2.6%	8.3%
Casual	1-7 times	301	351	420	599	544	526	-3.3%	-6.2%	13.3%
CORE	8+ times	316	303	300	342	306	361	18.2%	3.8%	3.3%
Soccer (Indoor)										
Total participation	1+ times	4,237	4,487	4,825	4,920	4,631	4,617	-0.3%	-3.1%	1.8%
Casual	1-12 times	1,866	1,983	2,051	2,156	2,120	2,006	-5.4%	-3.5%	1.6%
CORE	13+ times	2,371	2,505	2,775	2,765	2,511	2,611	4.0%	-2.6%	2.2%
Soccer (Outdoor)										
Total participation	1+ times	13,708	13,966	13,957	13,883	13,667	12,944	-5.3%	-3.4%	-1.1%
Casual	1-25 times	7,342	7,542	7,545	7,418	7,314	6,740	-7.9%	-4.6%	-1.6%
CORE	26+ times	6,366	6,424	6,413	6,466	6,353	6,205	-2.3%	-2.0%	-0.5%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Team Sports cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Softball (Fast Pitch)										
Total participation	1+ times	2,345	2,331	2,476	2,513	2,400	2,624	9.4%	2.4%	2.4%
Casual	1-25 times	1,013	1,055	1,166	1,317	1,235	1,245	0.9%	-2.7%	4.4%
CORE	26+ times	1,332	1,276	1,310	1,197	1,166	1,379	18.3%	7.9%	1.1%
Softball (Slow-Pitch)										
Total participation	1+ times	9,485	9,660	9,180	8,477	7,809	7,411	-5.1%	-6.5%	-4.8%
Casual	1-12 times	3,415	3,672	3,659	3,493	3,281	2,825	-13.9%	-10.0%	-3.5%
CORE	13+ times	6,070	5,988	5,522	4,985	4,528	4,586	1.3%	-3.9%	-5.4%
Swimming (Competition)										
Total participation	1+ times					2,363	2,502	5.9%		
Casual	1-49 times					840	1,065	26.8%		
CORE	50+ times					1,523	1,437	-5.6%		
Track and Field										
Total participation	1+ times	4,691	4,604	4,480	4,383	4,341	4,257	-1.9%	-1.4%	-1.9%
Casual	1-25 times	1,977	2,091	2,175	2,007	1,830	1,820	-0.5%	-4.7%	-1.5%
CORE	26+ times	2,714	2,513	2,305	2,376	2,511	2,437	-2.9%	1.4%	-2.0%
Ultimate Frisbee										
Total participation	1+ times	4,038	4,459	4,636	4,571	4,868	5,131	5.4%	6.0%	5.0%
Casual	1-12 times	2,720	3,120	3,320	3,175	3,391	3,647	7.5%	7.2%	6.2%
CORE	13+ times	1,318	1,339	1,316	1,396	1,476	1,484	0.6%	3.2%	2.4%
Volleyball (Beach/Sand)										
Total participation	1+ times	3,878	4,025	4,324	4,752	4,451	4,505	1.2%	-2.6%	3.2%
Casual	1-12 times	2,439	2,765	3,153	3,372	3,163	3,040	-3.9%	-5.0%	4.9%
CORE	13+ times	1,330	1,205	1,171	1,381	1,289	1,465	13.7%	3.5%	2.5%
Volleyball (Court)										
Total participation	1+ times	6,986	7,588	7,737	7,315	6,662	6,384	-4.2%	-6.5%	-1.6%
Casual	1-12 times	2,930	3,211	3,394	3,261	2,754	2,553	-7.3%	-11.4%	-2.3%
CORE	13+ times	4,056	4,378	4,343	4,055	3,909	3,831	-2.0%	-2.8%	-1.0%
Volleyball (Grass)										
Total participation	1+ times	4,940	5,013	4,970	4,714	4,211	4,088	-2.9%	-6.8%	-3.6%
Casual	1-12 times	3,280	3,560	3,699	3,359	2,958	2,955	-0.1%	-6.0%	-1.8%
CORE	13+ times	1,660	1,453	1,271	1,355	1,253	1,133	-9.5%	-8.5%	-7.1%
Wrestling										
Total participation	1+ times	3,313	3,335	3,170	2,536	1,971	1,922	-2.5%	-12.4%	-9.8%
Casual	1-25 times	1,736	1,806	1,817	1,362	915	965	5.5%	-13.7%	-9.5%
CORE	26+ times	1,458	1,469	1,354	1,174	1,056	957	-9.4%	-9.7%	-8.0%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Outdoor Sports

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home										
Total participation	1+ times	6,637	7,252	7,757	7,998	7,722	7,933	2.7%	-0.4%	3.7%
Bicycling - BMX										
Total participation	1+ times	1,887	1,896	1,858	2,090	1,958	1,861	-5.0%	-5.6%	-0.1%
Casual	1-12 times	750	756	743	865	807	856	6.2%	-0.3%	3.0%
CORE	13+ times	1,137	1,140	1,115	1,226	1,152	1,005	-12.8%	-9.4%	-2.2%
Bicycling (Mountain/Non-Paved Surface)										
Total participation	1+ times	6,892	7,242	7,367	7,152	6,989	7,265	4.0%	1.6%	0.8%
Casual	1-12 times	3,051	3,271	3,393	3,386	3,218	3,270	1.6%	-3.4%	-1.7%
CORE	13+ times	3,841	3,971	3,974	3,766	3,771	3,995	5.9%	3.0%	0.9%
Bicycling (Road/paved surface)										
Total participation	1+ times	38,940	38,527	39,127	39,730	39,834	39,790	-0.1%	0.2%	0.1%
Casual	1-25 times	17,789	17,977	18,535	18,965	19,127	18,966	-0.8%	0.0%	0.0%
CORE	26+ times	21,151	20,551	20,592	20,765	20,708	20,824	0.6%	0.1%	-0.3%
Birdwatching More Than 1/4 Mile From Home/Vehicle										
Total participation	1+ times	13,476	13,938	13,847	13,317	13,067	13,535	3.6%	0.9%	0.1%
Camping (Recreational vehicle)										
Total participation	1+ times	16,168	16,343	16,977	16,651	16,282	15,903	-2.3%	-2.3%	-0.3%
Casual	1-7 times	7,942	7,981	8,401	8,464	8,250	8,316	0.8%	-0.9%	1.0%
CORE	8+ times	8,226	8,362	8,576	8,187	8,033	7,587	-5.5%	-3.7%	-1.6%
Camping Within 1/4 Mile of Vehicle/Home										
Total participation	1+ times	31,375	32,531	34,012	32,667	31,961	31,454	-1.6%	-1.9%	0.1%
Climbing (Sport/Indoor/Boulder)										
Total participation	1+ times	4,514	4,642	4,541	4,542	4,445	4,355	-2.0%	-2.1%	-0.7%
Climbing (Traditional/Ice/Mountaineering)										
Total participation	1+ times	2,062	2,175	2,062	2,017	1,904	1,899	-0.2%	-2.9%	-1.6%
Fishing (Fly)										
Total participation	1+ times	5,756	5,849	5,755	5,523	5,581	5,848	4.8%	2.9%	0.4%
Casual	1-7 times	2,923	3,018	3,099	3,022	3,123	3,598	15.2%	9.3%	4.4%
CORE	8+ times	2,833	2,831	2,656	2,501	2,457	2,250	-8.4%	-5.1%	-4.5%
Fishing (Freshwater-Other)										
Total participation	1+ times	43,859	42,095	40,646	39,911	38,864	39,002	0.4%	-1.1%	-2.3%
Casual	1-7 times	20,145	19,531	19,499	19,577	19,363	20,341	5.1%	2.0%	0.2%
CORE	8+ times	23,714	22,565	21,147	20,334	19,501	18,660	-4.3%	-4.2%	-4.7%
Fishing (Saltwater)										
Total participation	1+ times	14,437	14,121	13,054	12,056	11,896	12,000	0.9%	-0.2%	-3.6%
Casual	1-7 times	8,460	8,438	7,866	7,138	7,119	7,251	1.9%	0.8%	-2.9%
CORE	8+ times	5,977	5,683	5,188	4,918	4,777	4,749	-0.6%	-1.7%	-4.5%
Hiking (Day)										
Total participation	1+ times	29,965	31,238	32,542	32,534	33,494	34,519	3.1%	3.0%	2.9%
Hunting (Bow)										
Total participation	1+ times	3,818	3,770	3,974	4,067	4,271	4,354	2.0%	3.5%	2.7%
Casual	1-7 times	1,718	1,730	1,937	1,972	1,883	2,066	9.7%	2.6%	3.9%
CORE	8+ times	2,100	2,040	2,037	2,096	2,388	2,288	-4.2%	4.9%	1.9%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Outdoor Sports cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/2012	2 year AAG	5 year AAG
Hunting (Handgun)										
Total participation	1+ times	2,595	2,734	2,575	2,493	2,690	3,112	15.7%	11.8%	4.0%
Casual	1-7 times	1,572	1,674	1,614	1,581	1,613	1,923	19.2%	10.6%	4.4%
CORE	8+ times	1,023	1,060	961	912	1,078	1,189	10.3%	14.2%	3.5%
Hunting (Rifle)										
Total participation	1+ times	10,635	10,490	10,729	10,632	10,479	10,485	0.1%	-0.7%	-0.3%
Casual	1-12 times	6,960	6,959	7,507	7,676	7,338	7,337	0.0%	-2.2%	1.1%
CORE	13+ times	3,675	3,530	3,222	2,956	3,140	3,149	0.3%	3.3%	-2.9%
Hunting (Shotgun)										
Total participation	1+ times	8,545	8,638	8,611	8,276	8,370	8,426	0.7%	0.9%	-0.3%
Casual	1-7 times	4,171	4,322	4,620	4,489	4,244	4,516	6.4%	0.5%	1.7%
CORE	8+ times	4,374	4,316	3,991	3,788	4,126	3,910	-5.2%	1.9%	-2.1%
Shooting (Sport Clays)										
Total participation	1+ times	4,115	4,199	4,232	4,291	4,296	4,544	5.8%	3.0%	2.0%
Casual	1-7 times	2,596	2,685	2,724	2,808	2,866	3,061	6.8%	4.4%	3.4%
CORE	8+ times	1,519	1,514	1,509	1,484	1,431	1,484	3.7%	0.1%	-0.4%
Shooting (Trap/Skeet)										
Total participation	1+ times	3,376	3,523	3,519	3,489	3,453	3,591	4.0%	1.5%	1.3%
Casual	1-7 times	2,051	2,132	2,192	2,293	2,208	2,222	0.7%	-1.5%	1.7%
CORE	8+ times	1,325	1,391	1,327	1,197	1,245	1,369	9.9%	7.0%	0.9%
Target Shooting (Handgun)										
Total participation	1+ times	11,736	12,551	12,919	12,485	13,638	15,418	13.1%	11.1%	5.8%
Casual	1-7 times	6,222	6,764	7,279	7,345	8,135	8,990	10.5%	10.6%	7.7%
CORE	8+ times	5,514	5,787	5,640	5,140	5,504	6,428	16.8%	11.9%	3.5%
Target Shooting (Rifle)										
Total participation	1+ times	12,436	12,769	12,916	12,637	13,032	13,853	6.3%	4.7%	2.2%
Casual	1-7 times	6,743	7,071	7,465	7,604	7,823	7,912	1.1%	2.0%	3.3%
CORE	8+ times	5,693	5,699	5,452	5,033	5,209	5,941	14.1%	8.8%	1.1%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle										
Total participation	1+ times	22,974	23,544	22,702	21,158	21,495	22,482	4.6%	3.1%	-0.3%

Winter Sports

	Definition	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	Change 2011/2012	2 year AAG	5 year AAG
Skiing (Alpine/Downhill)										
Total participation	1+ times	10,362	10,346	10,919	11,504	10,201	8,243	-19.2%	-15.3%	-4.0%
Skiing (Cross-country)										
Total participation	1+ times	3,530	3,848	4,157	4,530	3,641	3,307	-9.2%	-14.4%	-0.6%
Skiing (Freestyle)										
Total participation	1+ times	2,817	2,711	2,950	3,647	4,318	5,357	24.1%	21.2%	14.2%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Winter Sports cont.

	Definition	2006/ 2007	2007/ 2008	2008/ 2009	2009/ 2010	2010/ 2011	2011/ 2012	Change 2011/ 2012	2 year AAG	5 year AAG
Snowboarding										
Total participation	1+ times	6,841	7,159	7,421	8,196	7,579	7,351	-3.0%	-5.3%	1.6%
Snowmobiling										
Total participation	1+ times	4,811	4,736	4,729	4,957	4,908	3,788	-22.8%	-11.9%	-4.1%
Casual	1-7 times	2,814	2,866	2,956	3,086	3,301	2,286	-30.7%	-11.9%	-2.9%
CORE	8+ times	1,997	1,870	1,773	1,871	1,607	1,502	-6.5%	-10.3%	-5.3%
Snowshoeing										
Total participation	1+ times	2,400	2,922	3,431	3,823	4,111	4,029	-2.0%	2.8%	11.2%
Telemarking (Downhill)										
Total participation	1+ times	1,173	1,435	1,482	1,821	2,099	2,766	31.8%	23.5%	19.1%

Water Sports

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Boardsailing/Windsurfing										
Total participation	1+ times	1,118	1,213	1,218	1,373	1,384	1,372	-0.9%	0.0%	4.3%
Casual	1-7 times	796	883	917	946	941	1,108	17.8%	8.6%	7.0%
CORE	8+ times	322	331	302	428	444	264	-40.5%	-18.4%	-0.2%
Canoeing										
Total participation	1+ times	9,797	9,866	9,997	10,306	10,170	9,813	-3.5%	-2.4%	0.1%
Jet Skiing										
Total participation	1+ times	8,055	7,935	7,770	7,739	7,574	6,996	-7.6%	-4.9%	-2.7%
Casual	1-7 times	4,919	5,027	5,138	5,203	5,400	5,125	-5.1%	-0.6%	0.9%
CORE	8+ times	3,136	2,908	2,632	2,536	2,174	1,870	-14.0%	-14.1%	-9.7%
Kayaking (Recreational)										
Total participation	1+ times	5,070	5,655	6,226	6,339	7,347	8,187	11.4%	13.7%	10.2%
Kayaking (Sea/Touring)										
Total participation	1+ times	1,485	1,633	1,776	1,958	2,087	2,238	7.2%	6.9%	8.6%
Kayaking (White Water)										
Total participation	1+ times	1,207	1,225	1,306	1,606	1,694	1,712	1.1%	3.3%	7.5%
Rafting										
Total participation	1+ times	4,340	4,496	4,485	4,389	4,141	3,756	-9.3%	-7.5%	-2.8%
Sailing										
Total participation	1+ times	3,786	4,006	4,284	4,106	3,797	3,841	1.2%	-3.2%	0.4%
Casual	1-7 times	2,264	2,452	2,687	2,604	2,470	2,565	3.9%	-0.6%	2.7%
CORE	8+ times	1,522	1,554	1,598	1,502	1,328	1,276	-3.9%	-7.7%	-3.3%
Scuba Diving										
Total participation	1+ times	2,965	3,091	2,970	2,938	2,866	2,781	-3.0%	-2.7%	-1.2%
Casual	1-7 times	1,947	2,065	2,015	2,014	2,027	1,932	-4.7%	-2.0%	-0.1%
CORE	8+ times	1,018	1,026	955	925	840	849	1.1%	-4.1%	-3.5%

All participation figures are in 000s

SPORTS PARTICIPATION DATA

US Participants, Ages 6+

Water Sports cont.

	Definition	2007	2008	2009	2010	2011	2012	Change 2011/ 2012	2 year AAG	5 year AAG
Snorkeling										
Total participation	1+ times	9,294	9,795	9,827	9,332	9,312	8,664	-6.9%	-3.6%	-1.3%
Casual	1-7 times	7,168	7,568	7,716	7,329	7,272	6,904	-5.0%	-2.9%	-0.7%
CORE	8+ times	2,126	2,227	2,111	2,003	2,041	1,760	-13.7%	-5.9%	-3.5%
Stand-Up Paddling										
Total participation	1+ times				1,050	1,146	1,392	21.5%	15.3%	
Surfing										
Total participation	1+ times	2,206	2,407	2,505	2,585	2,481	2,545	2.6%	-0.7%	3.0%
Casual	1-7 times	1,256	1,408	1,429	1,423	1,462	1,544	5.6%	4.2%	4.3%
CORE	8+ times	950	999	1,077	1,162	1,019	1,001	-1.7%	-7.0%	1.4%
Wakeboarding										
Total participation	1+ times	3,521	3,532	3,561	3,611	3,517	3,368	-4.2%	-3.4%	-0.9%
Casual	1-7 times	2,405	2,409	2,418	2,462	2,378	2,237	-5.9%	-4.7%	-1.4%
CORE	8+ times	1,116	1,124	1,143	1,150	1,141	1,132	-0.7%	-0.8%	0.3%
Water Skiing										
Total participation	1+ times	5,918	5,756	5,228	4,849	4,626	4,434	-4.2%	-4.4%	-5.6%
Casual	1-7 times	3,811	3,796	3,545	3,278	3,094	3,122	0.9%	-2.4%	-3.9%
CORE	8+ times	2,107	1,959	1,683	1,571	1,532	1,312	-14.3%	-8.4%	-8.9%

All participation figures are in 000s



2013 Physical Activity Council

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