



2021 PHYSICAL ACTIVITY COUNCIL'S OVERVIEW REPORT ON U.S. PARTICIPATION

THE PHYSICAL ACTIVITY COUNCIL'S ANNUAL STUDY
TRACKING SPORTS, FITNESS, AND RECREATION
PARTICIPATION IN THE U.S.

Research Methodology

- During 2020, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.
- The 2020 participation survey sample size of 18,000 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 U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.
- A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 303,971,652 people age six and older.
- Activity reported is based on a rolling 12-month participation rate.
- “Inactivity” was defined to include those participants who reported no to limited physical activity during the reporting year.
- The study looks at 123 different sports and activities in a variety of sub-categories including, but not limited to: team and individual sports, outdoor sports and activities like camping, hunting, and fishing; fitness and exercise, action sports, golf, tennis, and much more.
- Data reported for “winter sports” are based on seasons: 2015 year is 2014/2015 season, 2016 year is 2015/2016 season, 2017 year is 2016/2017 season, 2018 year is 2017/2018 season, 2019 year is 2018/2019 season, and 2020 year is 2019/2020.

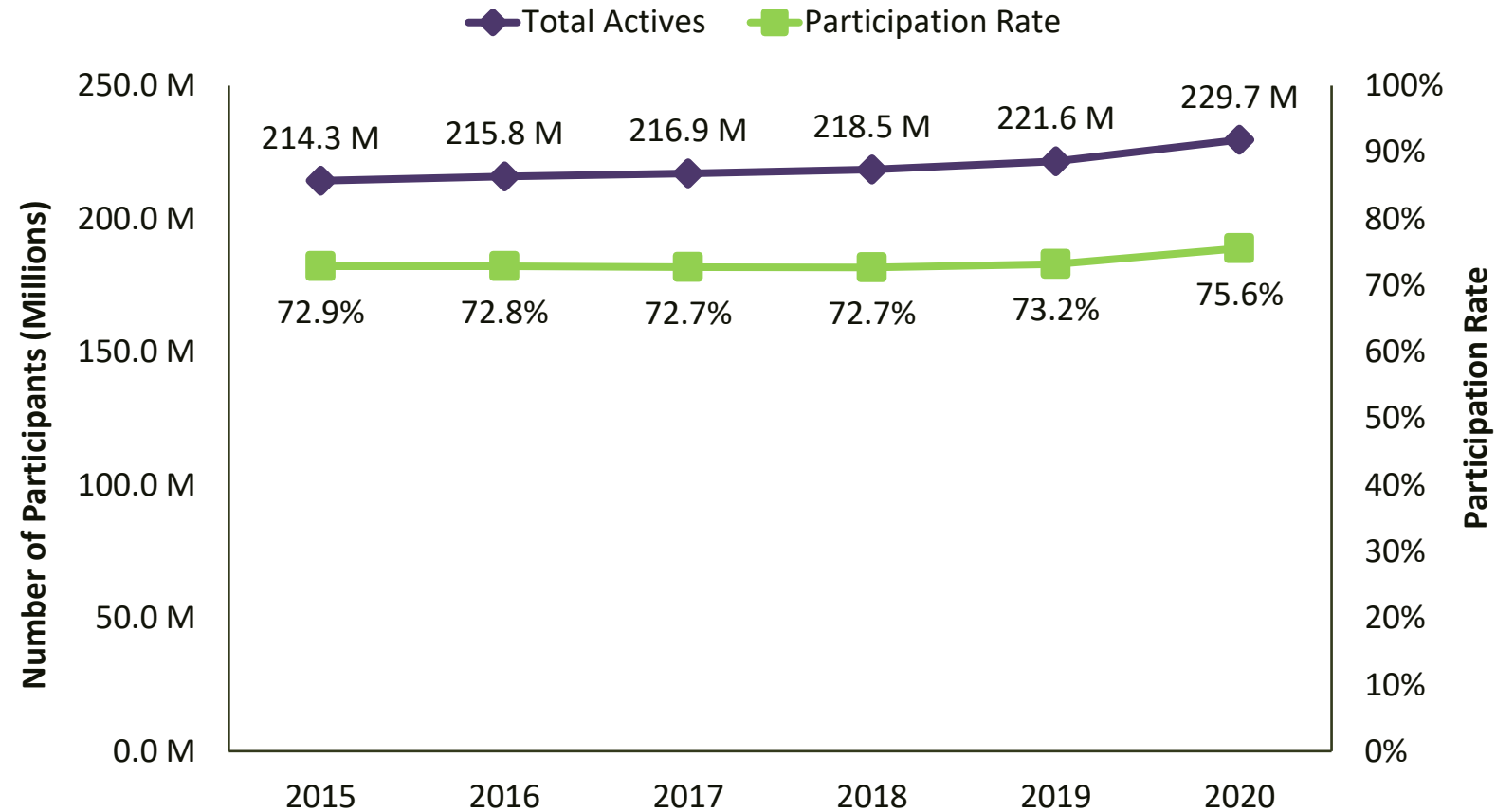
About the Physical Activity Council (PAC)



- Each year, the Physical Activity Council (PAC) conducts the largest single-source research study of sports, recreation, and leisure activity participation in the U.S. The PAC is made up of eight of the leading sports and manufacturer associations who are dedicated to growing participation in their respective sports and activities.
- These leading trade and industry associations provide the most comprehensive, accurate, and actionable database of participation data.
- Please contact any of the individual members of the PAC or Sports Marketing Surveys to learn more about the study and other available data.
- If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.
- The Physical Activity Council is made up of the following industry leading organizations:
 - *Club/Institutional Fitness*: International Health, Racquet, and Sportsclub Association (IHRSA) www.ihrsa.org P: (617) 951-0055
 - *Football*: USA Football www.usafootball.com P: (317) 489-4417
 - *Golf*: National Golf Foundation (NGF) www.ngf.org P: (561) 744-6006
 - *Outdoor Activities*: Outdoor Foundation (OF) www.outdoorfoundation.org P: (202) 271-3252
 - *Biking*: People for Bikes (PFB) www.peopleforbikes.org P: (303) 449-4893
 - *Snow Sports*: Snowsports Industries of America (SIA) www.snowsports.org P: (435) 657-5140
 - *Team Sports /Individual Sports/Fitness/Water Sports*: Sports & Fitness Industry Association (SFIA) www.sfia.org P: (301) 495-6321
 - *Tennis*: Tennis Industry Association (TIA) and United States Tennis Association (USTA) www.tennisindustry.org P: (843) 686-3036

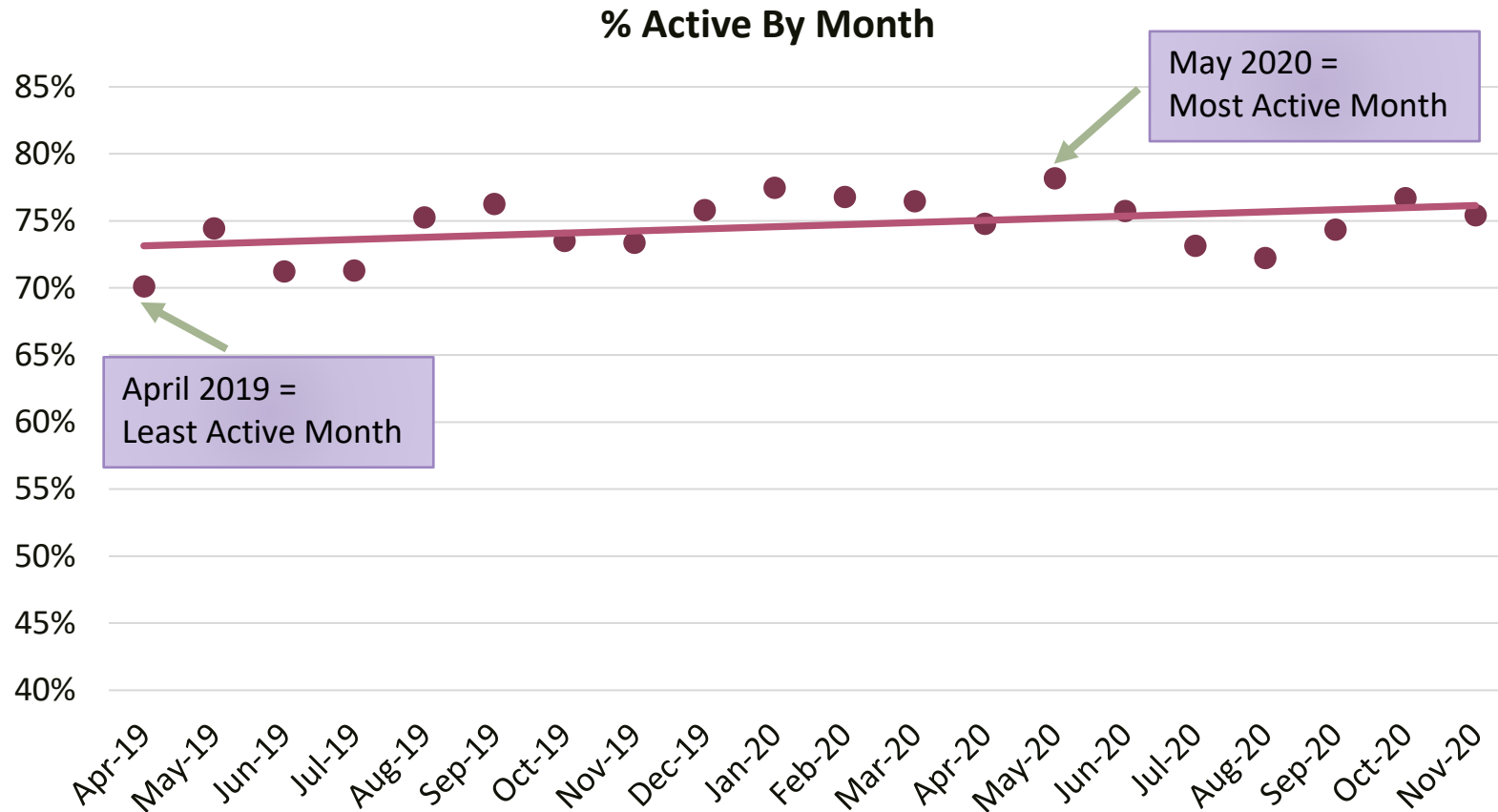
2015-2020 Activity Trends

U.S. Population, Ages 6+



2019-2020 Active Monthly Trends

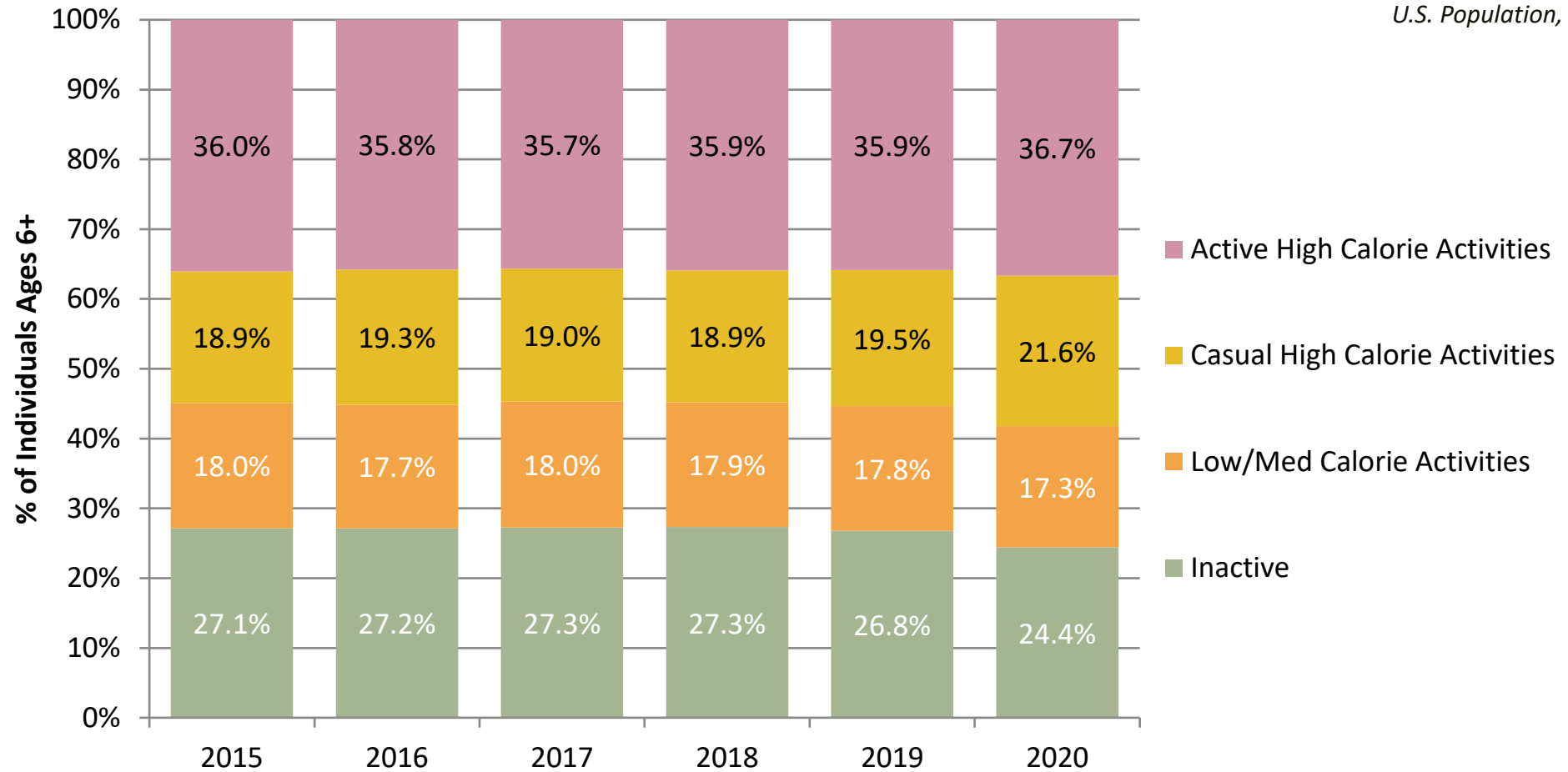
U.S. Population, Ages 6+



*Monthly reporting is based on a rolling 12-month activity participation rate

2015-2020 Activity Level Trends

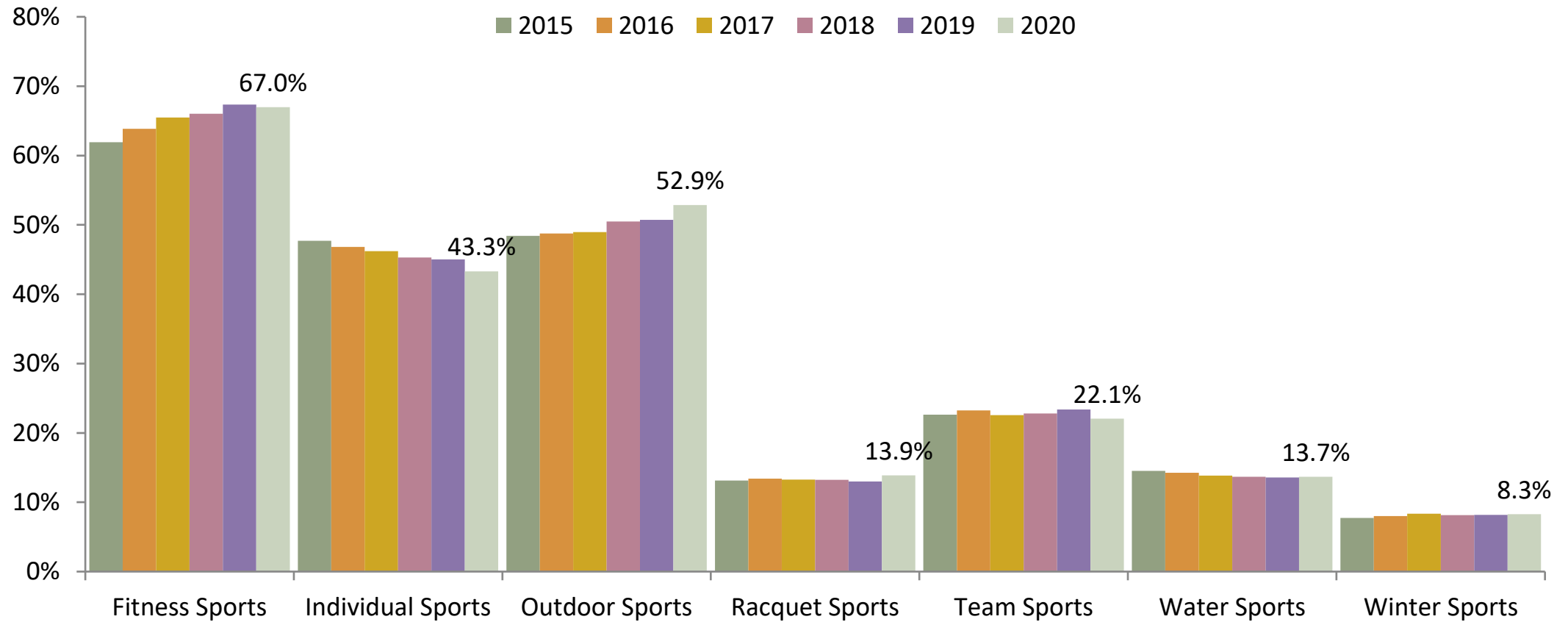
U.S. Population, Ages 6+



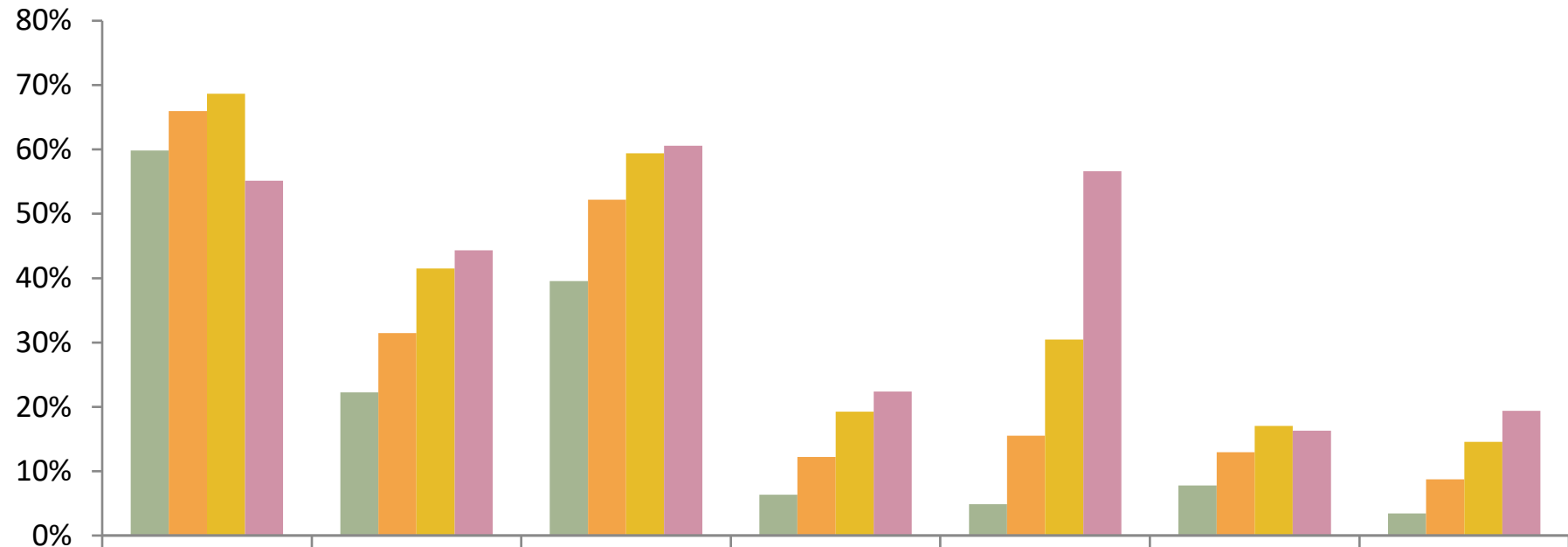
2015-2020 Participation Trends

U.S. Population, Ages 6+

Total U.S. Participation Rates

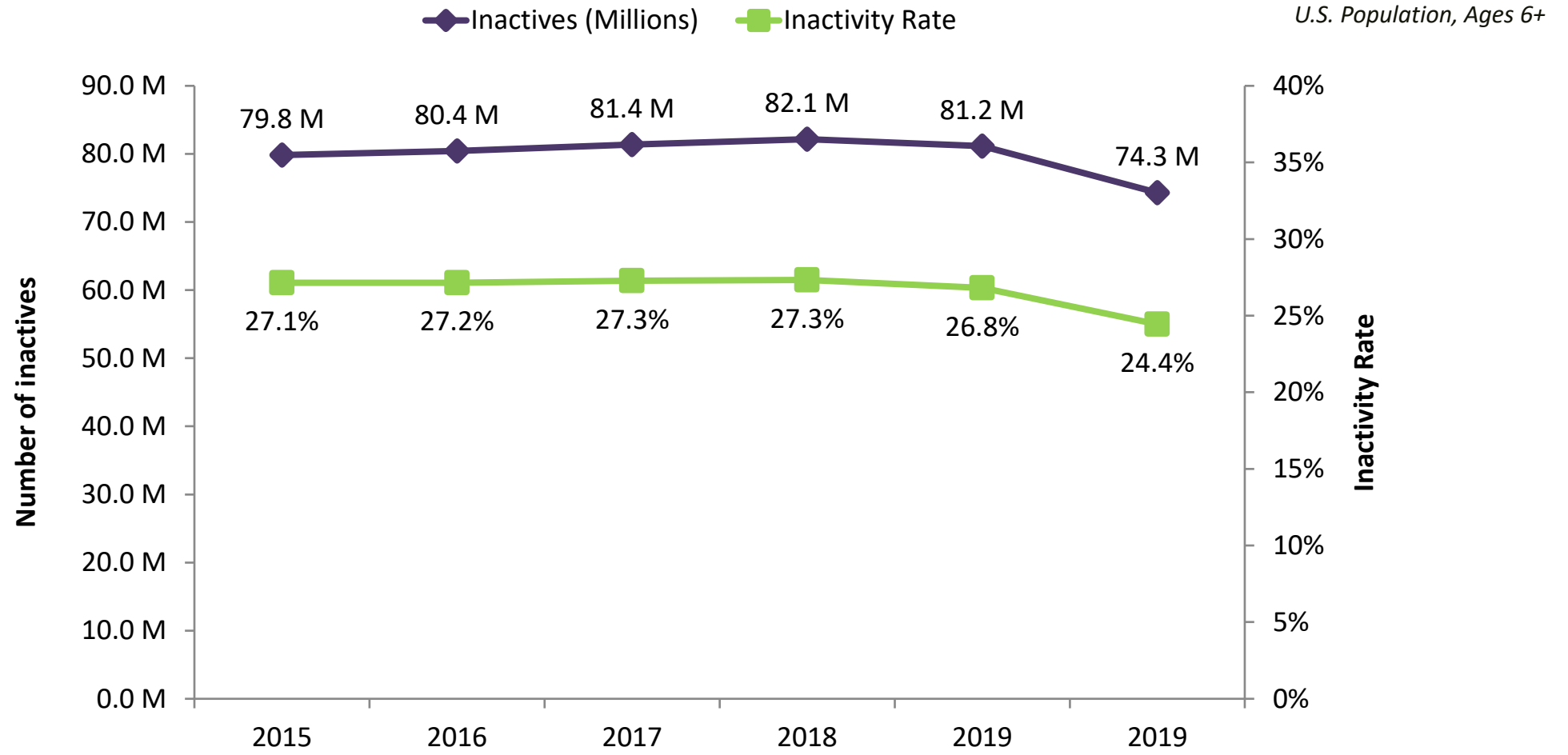


2020 Participation by Generation

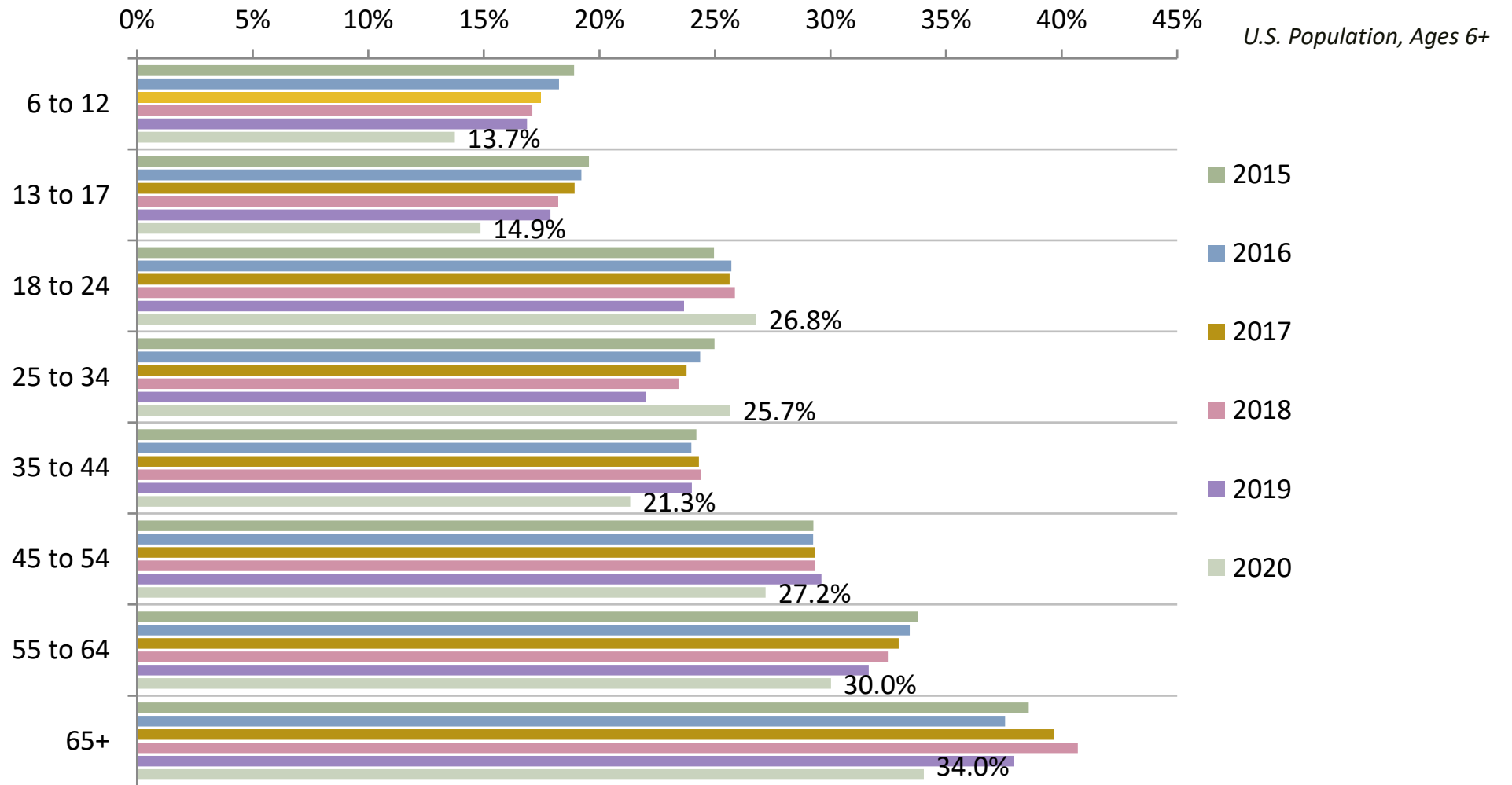


	Fitness Sports	Individual Sports	Outdoor Sports	Racquet Sports	Team Sports	Water Sports	Winter Sports
Boomers (1945~1964)	59.9%	22.3%	39.5%	6.4%	4.9%	7.8%	3.5%
Gen X (1965~1979)	66.0%	31.5%	52.2%	12.2%	15.5%	13.0%	8.7%
Millennials (1980~1999)	68.7%	41.5%	59.4%	19.3%	30.4%	17.1%	14.5%
Gen Z (2000+)	55.2%	44.3%	60.6%	22.4%	56.6%	16.3%	19.4%

2015–2020 Inactivity Trend

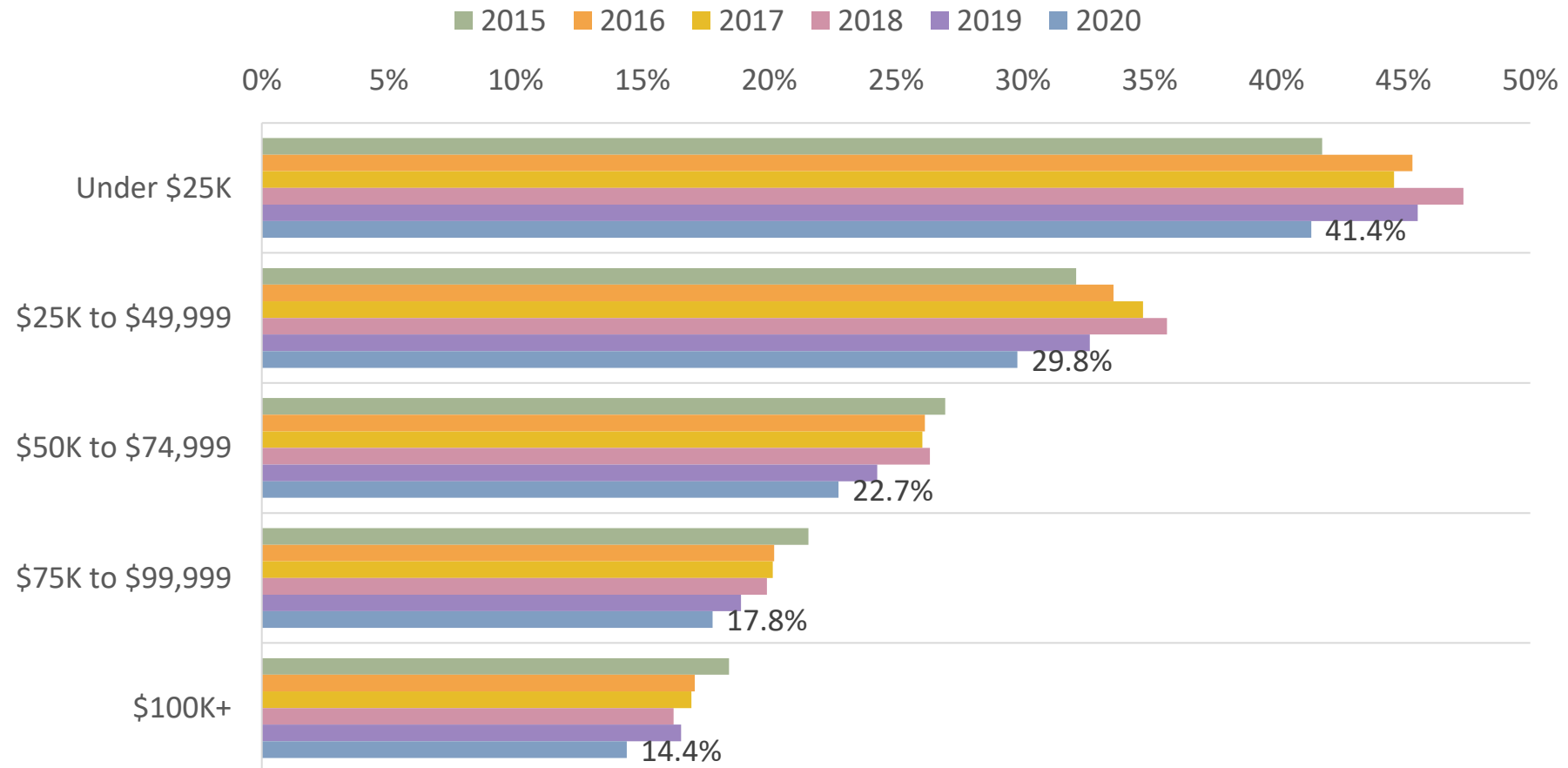


2015–2020 Inactivity by Age



2015–2020 Inactivity by Income

U.S. Population, Ages 6+



Intent to Participate in the Next 12-Months by Age



U.S. Population, Ages 6+

Intent Level	Ages 6 to 12	Ages 13 to 17	Ages 18 to 24	Ages 25 to 34
1	Basketball	Basketball	Running/Jogging	Running/Jogging
2	Soccer	Fishing	Yoga	Hiking
3	Fishing	Running/Jogging	Hiking	Cardio Fitness
4	Camping	Camping	Working out with weights	Yoga
5	Baseball	Hiking	Cardio Fitness	Working out with weights
6	Hiking	Working out with weights	Working out using machines	Camping
7	Tennis	Soccer	Basketball	Fishing
8	Swimming for fitness	Tennis	Camping	Working out using machines
9	Running/Jogging	Working out using machines	Fishing	Basketball
10	Golf	Baseball	Swimming for fitness	Swimming for fitness

*Includes current participants and those who did not participate in the previous 12-months

Intent to Participate in the Next 12-Months by Age



U.S. Population, Ages 6+

Intent Level	Ages 35 to 44	Ages 45 to 54	Ages 55 to 64	Ages 65+
1	Hiking	Hiking	Hiking	Fishing
2	Yoga	Fishing	Fishing	Hiking
3	Camping	Working out with weights	Working out with weights	Working out using machines
4	Cardio Fitness	Camping	Working out using machines	Working out with weights
5	Working out with weights	Cardio Fitness	Cardio Fitness	Swimming for fitness
6	Running/Jogging	Yoga	Camping	Cardio Fitness
7	Fishing	Working out using machines	Swimming for fitness	Yoga
8	Working out using machines	Running/Jogging	Yoga	Camping
9	Swimming for fitness	Swimming for fitness	Golf	Golf
10	Basketball	Bicycling	Running/Jogging	Shooting

*Includes current participants and those who did not participate in the previous 12-months

Intent to Participate in the Next 12-Months by Income



U.S. Population, Ages 6+

Intent Level	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
1	Fishing	Fishing	Hiking	Hiking	Hiking
2	Hiking	Hiking	Fishing	Working out w/weights	Working out w/weights
3	Camping	Camping	Camping	Fishing	Yoga
4	Working out w/weights	Working out w/weights	Working out w/weights	Cardio Fitness	Cardio Fitness
5	Yoga	Yoga	Cardio Fitness	Working out w/machines	Working out w/machines
6	Running/Jogging	Cardio Fitness	Yoga	Yoga	Running/Jogging
7	Cardio Fitness	Working out w/machines	Working out w/machines	Camping	Fishing
8	Working out w/machines	Running/Jogging	Running/Jogging	Running/Jogging	Camping
9	Swimming for fitness	Swimming for fitness	Swimming for fitness	Swimming for fitness	Swimming for fitness
10	Basketball	Basketball	Basketball	Golf	Golf

*Includes current participants and those who did not participate in the previous 12-months

List of Sports/Activities in Grouped Categories

- **Fitness Activities:** Aquatic Exercise, Barre, Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Boot Camp Style Training, Cardio Kickboxing, Cross-Training Style Workouts, Dance, Step, and Other Choreographed Exercise to Music, Elliptical Motion/Cross-Trainer, Free Weights (Barbells), Free Weights (Dumbbells/Hand Weights), High Impact/Intensity Training, Kettlebells, Pilates Training, rowing Machine, Running/Jogging, Stair-Climbing Machine, Stationary cycling (Group), Stationary Cycling (Recumbent or Upright), Swimming for Fitness, Tai Chi, Treadmill, Walking for Fitness, Weight/Resistance Machines, and Yoga.
- **Individual Sports:** Adventure Racing, Archery, Bowling, Boxing for Competition, Boxing for Fitness, Golf on a 9 or 18-hole Golf Course, Horseback Riding, Hunting (Bow), Hunting (Handgun), Hunting (Rifle), Hunting (Shotgun), Ice Skating, Martial Arts, MMA for Competition, MMA for Fitness, Roller Skating (2x2 Wheels), Roller Skating (Inline Wheels), Shooting (Sport Clays), Shooting (Trap/Skeet), Skateboarding, Target Shooting (Handgun), Target Shooting (Rifle), Triathlon (non-Traditional/Off Road), and Triathlon (Traditional/Road).
- **Outdoor Sports:** Adventure Racing, Backpacking Overnight (more than a ¼ mile from home/vehicle), Bicycling (Road/Paved Surface), Bicycling (Mountain/Non-Paved Surface), Bicycling (BMX), Birdwatching (excursion more than ¼ mile from home/vehicle), Boardsailing/Windsurfing, Camping (RV), Camping (within ¼ mile from home/vehicle), Canoeing, Climbing (Indoor), Climbing (Sport/Boulder), Climbing (Traditional/Ice/Mountaineering), Fishing (Fly), Fishing (Saltwater), Fishing (Freshwater/Other), Hiking (Day), Hunting (Bow), Hunting (Handgun), Hunting (Rifle), Hunting (Shotgun), Kayaking (White Water), Kayaking (Sea/Touring), Kayaking (Recreational), Rafting, Running/Jogging, Sailing, Scuba Diving, Skateboarding, Skiing (Alpine/Downhill, Freestyle), Skiing (Cross-Country), Snorkeling, Snowboarding, Snowshoeing, Stand-Up Paddling, Surfing, Trail Running, Triathlon (Non-Traditional/Off-Road), Triathlon (Traditional/Road), Wakeboarding, Wakesurfing, and Wildlife Viewing (excursion more than ¼ mile from home/vehicle).
- **Racquet Sports:** Badminton, Cardio Tennis, Pickleball, Pop Tennis, Racquetball, Squash, Table Tennis, and Tennis.
- **Team Sports:** Baseball, Basketball, Cheerleading, Field Hockey, Football (Flag), Football (Tackle), Football (Touch), Gymnastics, Ice Hockey, Lacrosse, Paintball, Roller Hockey, Rugby, Soccer (Indoor), Soccer (Outdoor), Softball (Fast-Pitch), Softball (Slow-Pitch), Street/Dek/Ball/Floor Hockey, Swimming on a Team, Track and Field, Ultimate Frisbee, Volleyball (Beach/Sand), Volleyball (Court), Volleyball (Grass), Water Polo, and Wrestling.
- **Water Sports:** Boardsailing/Windsurfing, Canoeing, Kayaking (Recreational), Kayaking (Sea/Touring), Kayaking (White Water), Jet Skiing, Rafting, Sailing, Scuba Diving, Snorkeling, Stand-Up Paddling, Surfing, Wakeboarding, Wakesurfing, and Water Skiing.
- **Winter Sports:** Skiing (Cross-Country), Alpine Touring, Skiing (Alpine/Freeski/Telemark), Sledding/Saucer Riding/Snow Tubing, Snowboard Touring, Snowboarding, Snowshoeing, and Winter Fat Biking.

List of Sports/Activities in Activity Levels

- **Inactive:** Archery, Birdwatching (excursion more than ¼ mile from home/vehicle), Camping (within ¼ mile from home/vehicle), Camping (RV), Fishing (Fly), Fishing (Saltwater), Fishing (Freshwater/Other), Hunting (Rifle), Hunting (Shotgun), Hunting (Handgun), Hunting (Bow), Jet Skiing, Shooting (Sports Clays), Shooting (Trap/Skeet), Target Shooting (Rifle), Target Shooting (Handgun), and Wildlife Viewing (excursion more than ¼ mile from home/vehicle).
- **Low Calorie Burning Activities:** Boarding/Windsurfing, Bowling, Golf on a 9 or 18-hole golf course, Horseback Riding, Sailing, sledding/Saucer Riding/Snow Tubing, Table Tennis, and Walking for Fitness.
- **Medium Calorie Burning Activities:** Aquatic Exercise, Backpacking Overnight (more than ¼ mile from vehicle/home), Barre, Baseball, Canoeing, Cheerleading, Football (Flag), Free Weights (Barbells), Free Weights (Dumbbells/Hand Weights), Gymnastics, Hiking (Day), Ice Skating, Kayaking (Recreational), Kayaking (Sea/Touring), Kayaking (White Water), Kettlebells, Paintball, Pilates Training, Pop Tennis, Rafting, Roller Skating (2x2 Wheels), Roller Skating (Inline Wheels), Scuba Diving, Skateboarding, Skiing (Alpine/Downhill/Freeski/Telemark), Snorkeling, Snowboarding, Softball (Fast-Pitch), Softball (Slow-Pitch), Street/Dek/Ball/Floor Hockey, Surfing, Tai Chi, Ultimate Frisbee, Volleyball (Beach/Sand), Volleyball (Court), Volleyball (Grass), Wakeboarding, Wakesurfing, Water skiing, Weight/Resistance Machines, Winter Fat Biking, and Yoga.
- **High Calorie Burning Activities:** Adventure Racing, Alpine Touring, Badminton, Basketball, Bicycling (BMX), Bicycling (Mountain/Non-Paved Surface), Bicycling (Road/Paved Surface), Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Boot Camp Style Training, Boxing for competition, Boxing for Fitness, cardio Kickboxing, Cardio Tennis, Climbing (Indoor), climbing (Sport/Boulder), climbing (Traditional/Ice/Mountaineering), Cross-Training Style Workouts, Dance, Step, and Other Choreographed Exercise to Music, Elliptical Motion/Cross-Training, Field Hockey, Football (Tackle), Football (Touch), High Impact/Intensity Training, Ice Hockey, Lacrosse, Martial Arts, MMA for Competition, MMA for Fitness, Pickleball, Racquetball, Roller Hockey, Rowing Machine, Rugby, Running/Jogging, Skiing (Cross-Country), Snowboard Touring, Snowshoeing, Soccer (Indoor), Soccer (Outdoor), Squash, Stair-climbing Machine, Stand-Up Paddling, Stationary Cycling (Group), Stationary Cycling (Recumbent or Upright), Swimming for Fitness, Swimming on a Team, Tennis, Track and Field, Trail Running, Treadmill, Triathlon (Non-Traditional/Off Road), Triathlon (Traditional/Road), Water Polo, and Wrestling.



Disclaimer

While proper due care and diligence has been taken in the preparation of this document, the Physical Activity Council cannot guarantee the accuracy of the information and does not accept any liability for any loss or damage caused as a result of using information or recommendations contained within this document.

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