



2020 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

- In 2019, 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 2019 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 302,756,603 people age six and older.
 - “Inactivity” was defined to include those participants who reported no to limited physical activity during the reporting year.
 - The study looks at 122 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: 2014 year is 2013/2014 season, 2015 year is 2014/2015 season, 2016 year is 2015/2016 season, 2017 year is 2016/2017 season, 2018 year is 2017/2018 season and 2019 year is 2018/2019 season.
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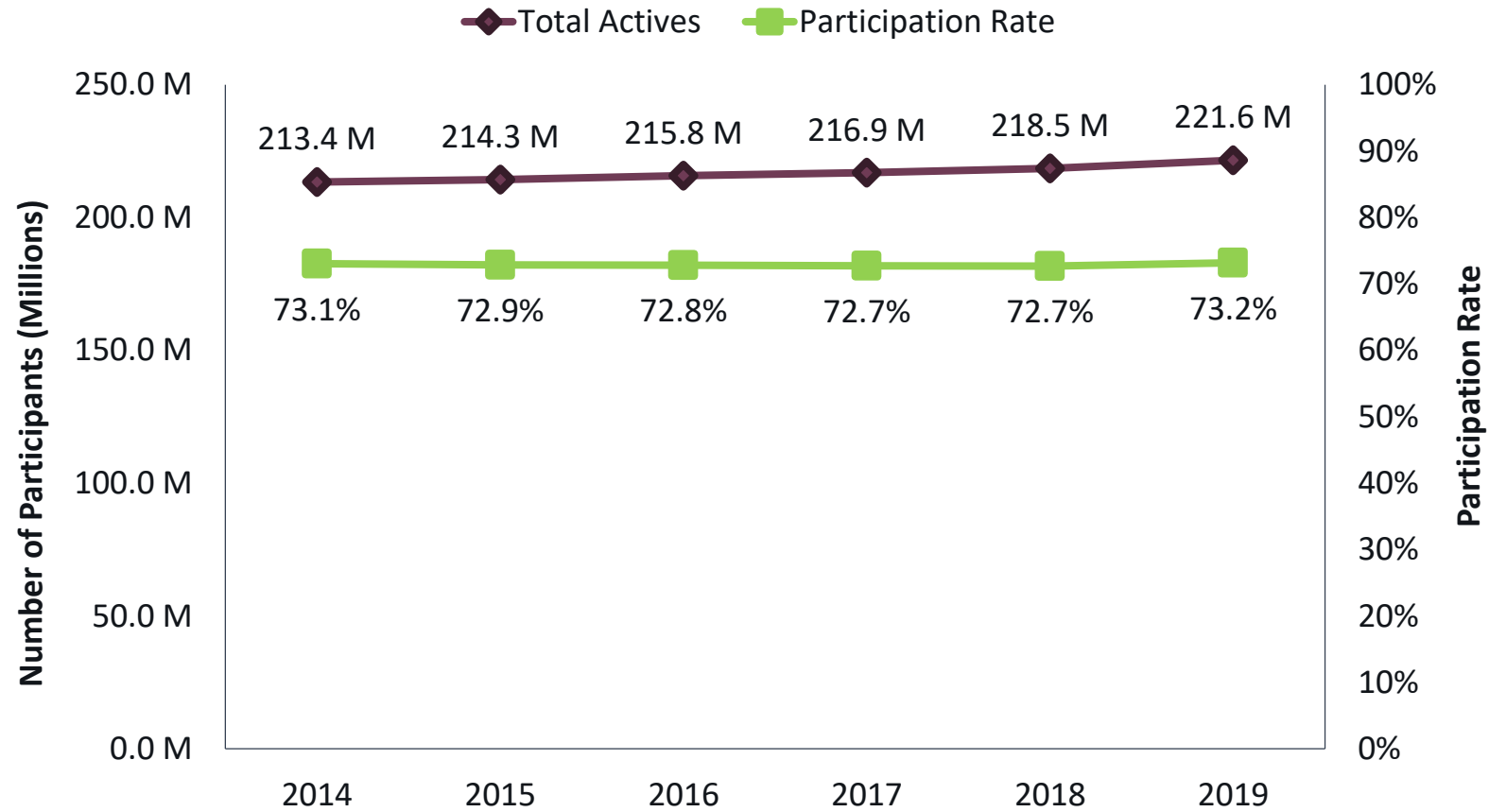
About the Physical Activity Council (PAC)

- 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 USA 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
 - *Golf*: National Golf Foundation (NGF) www.ngf.org P: (561) 744-6006
 - *Outdoor Activities*: Outdoor Foundation (OF) www.outdoorfoundation.org P: (202) 271-3252
 - *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
 - *Football*: USA Football www.usafootball.com P: (317) 489-4417
 - *Tennis*: Tennis Industry Association (TIA) and United States Tennis Association (USTA) www.tennisindustry.org P: (843) 686-3036
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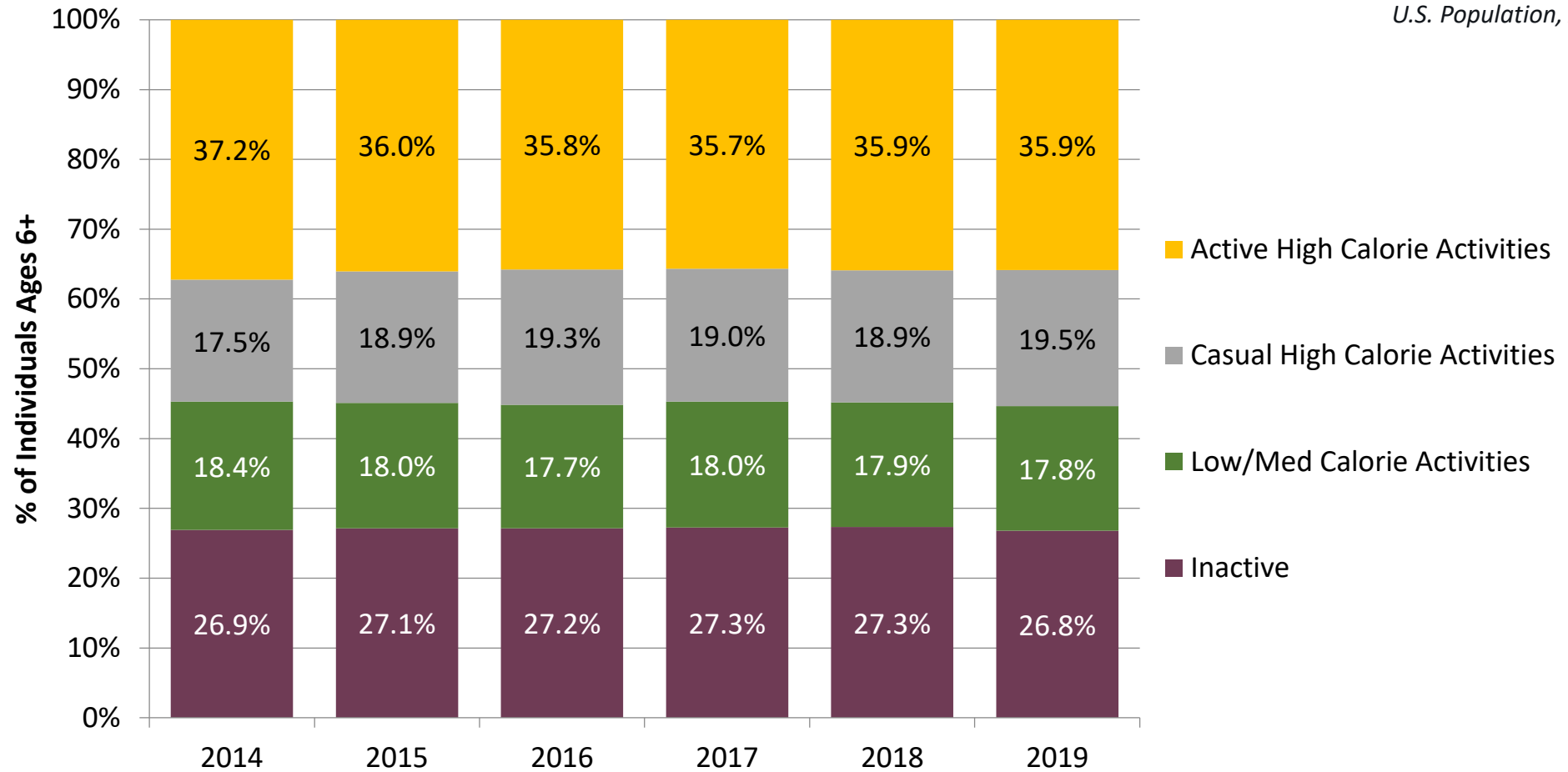
2014-2019 Activity Trends

U.S. Population, Ages 6+





2014-2019 Activity Level Trends

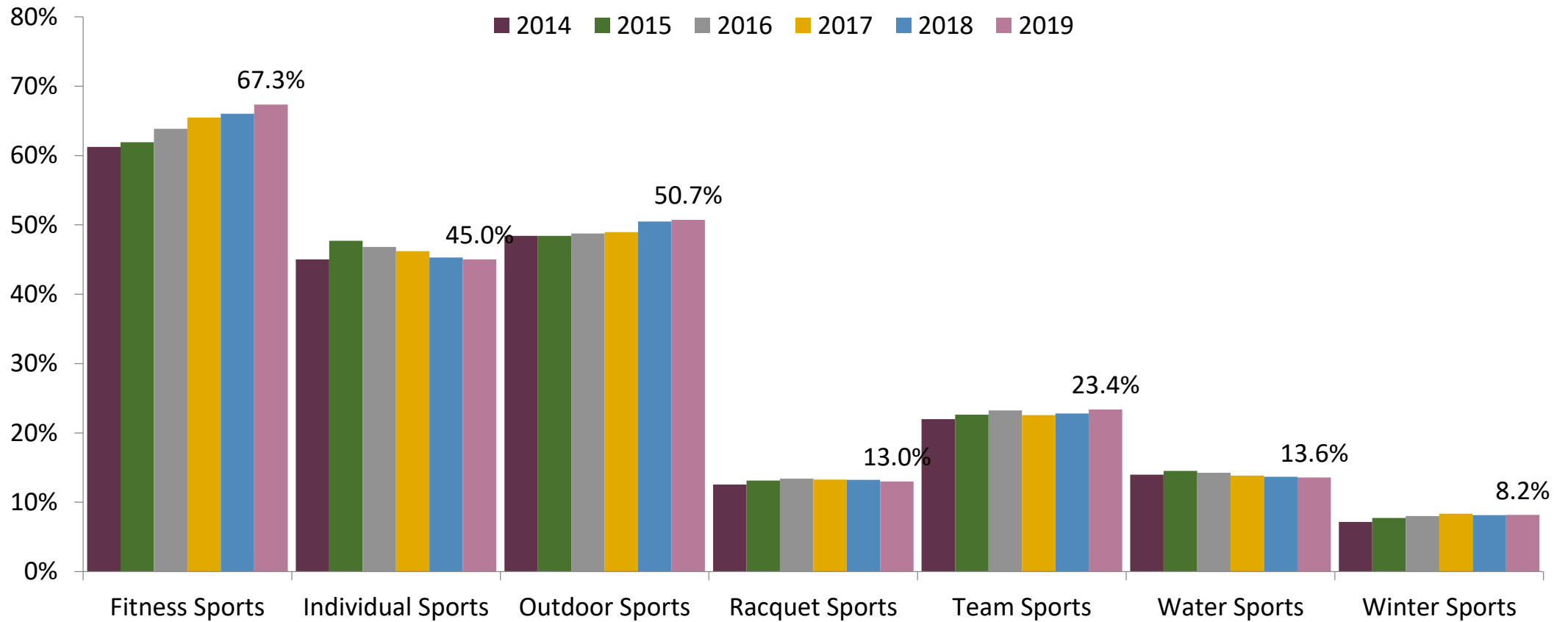




2014-2019 Participation Trends

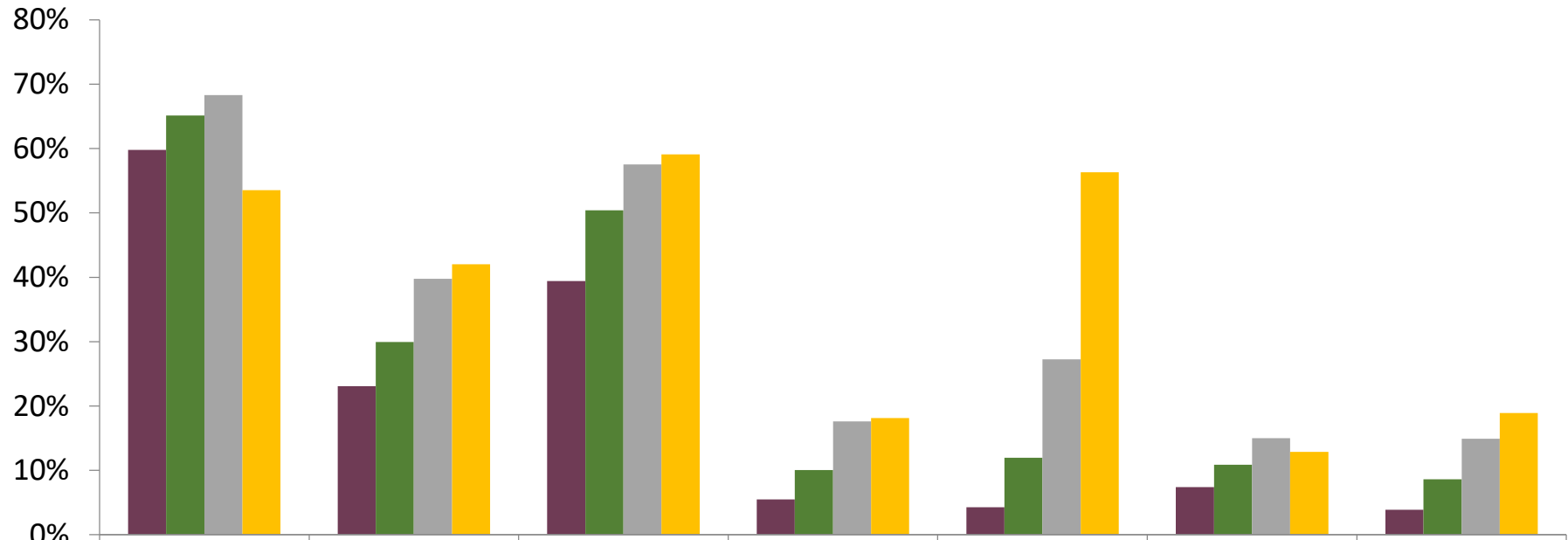
U.S. Population, Ages 6+

Total U.S. Participation Rates





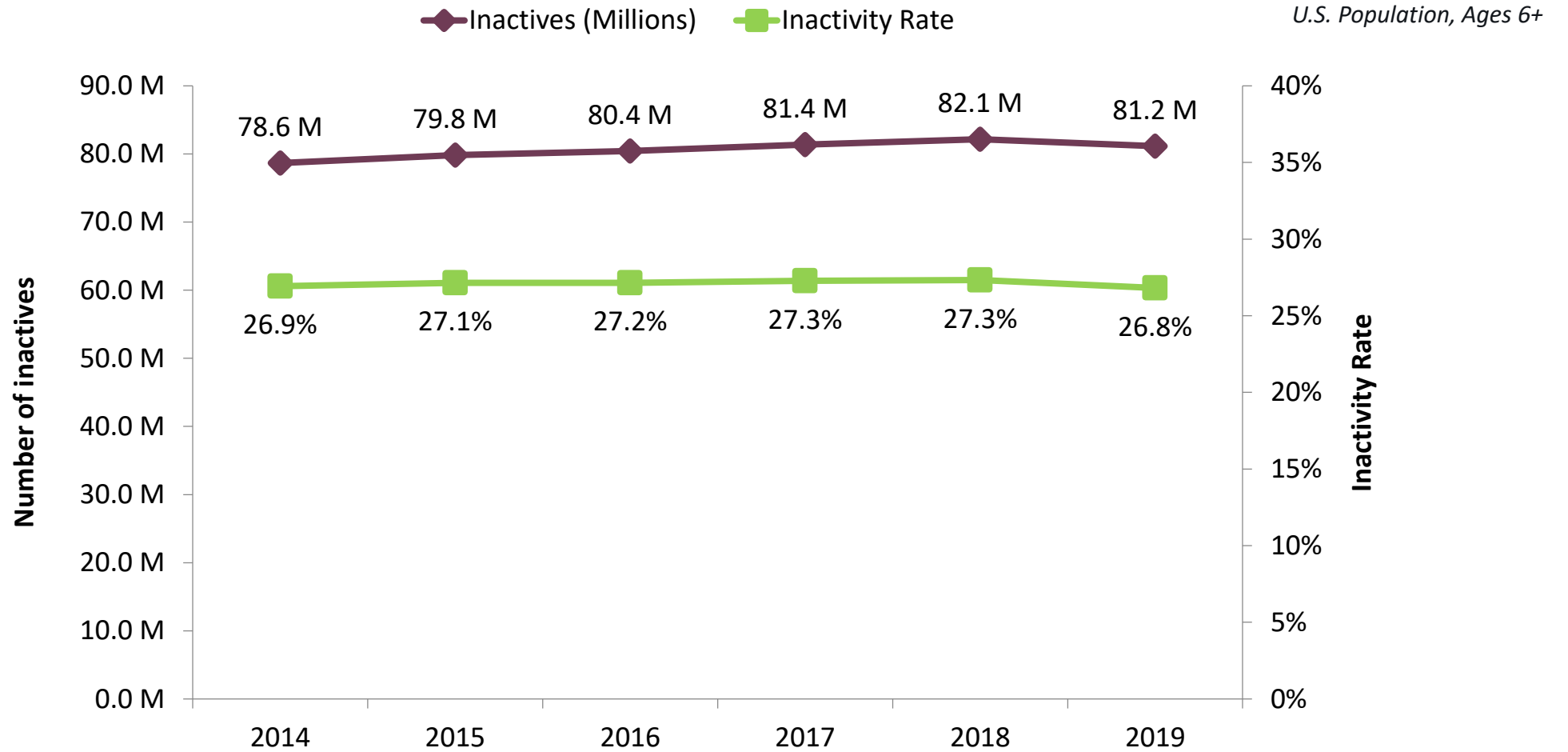
2019 Participation by Generation



	Fitness Sports	Individual Sports	Outdoor Sports	Racquet Sports	Team Sports	Water Sports	Winter Sports
■ Boomers (1945~1964)	59.8%	23.1%	39.4%	5.5%	4.3%	7.4%	3.9%
■ Gen X (1965~1979)	65.1%	29.9%	50.4%	10.1%	12.0%	10.9%	8.6%
■ Millennials (1980~1999)	68.3%	39.8%	57.5%	17.6%	27.2%	15.0%	14.9%
■ Gen Z (2000+)	53.5%	42.0%	59.1%	18.1%	56.3%	12.9%	18.9%

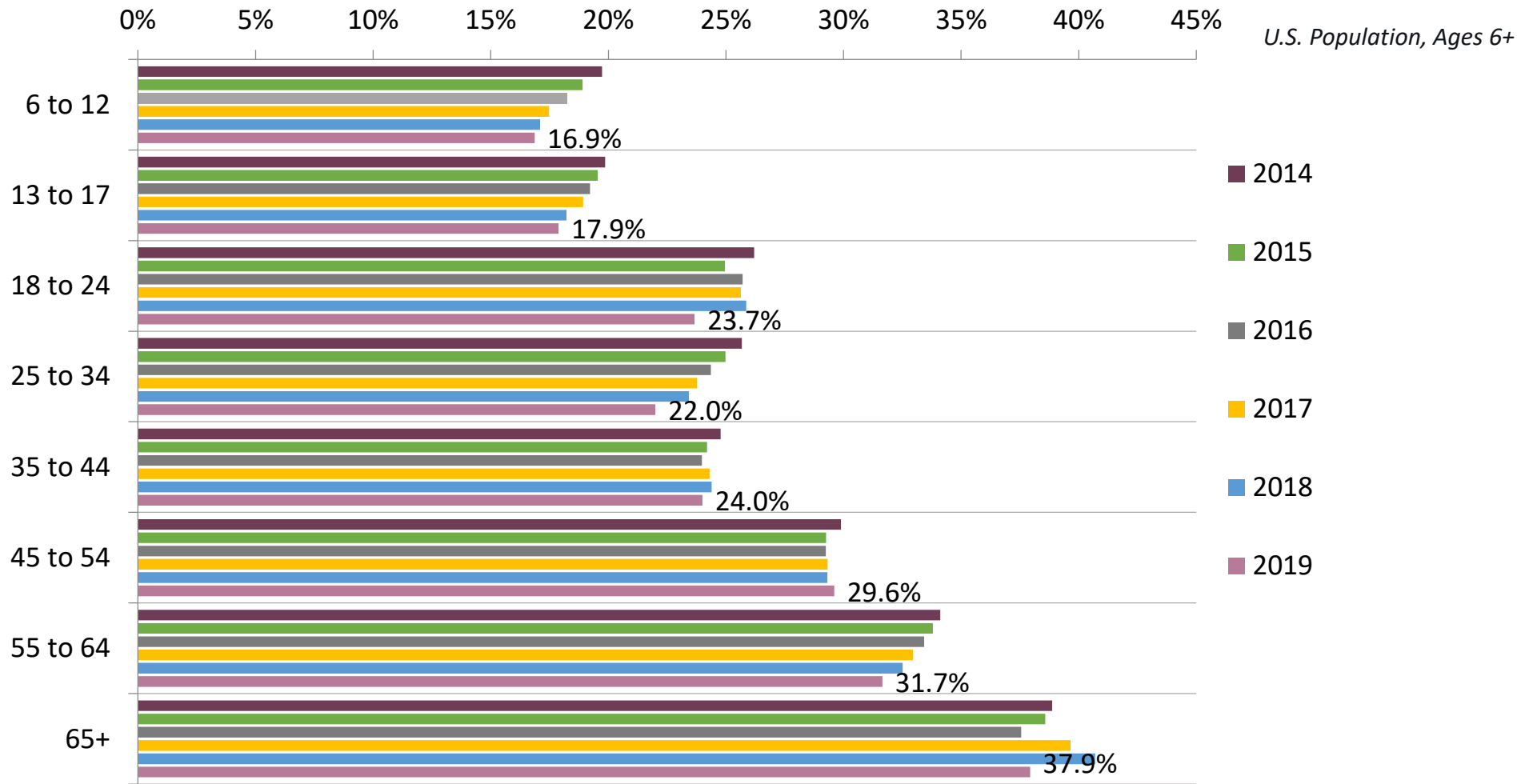


2014–2019 Inactivity Trend





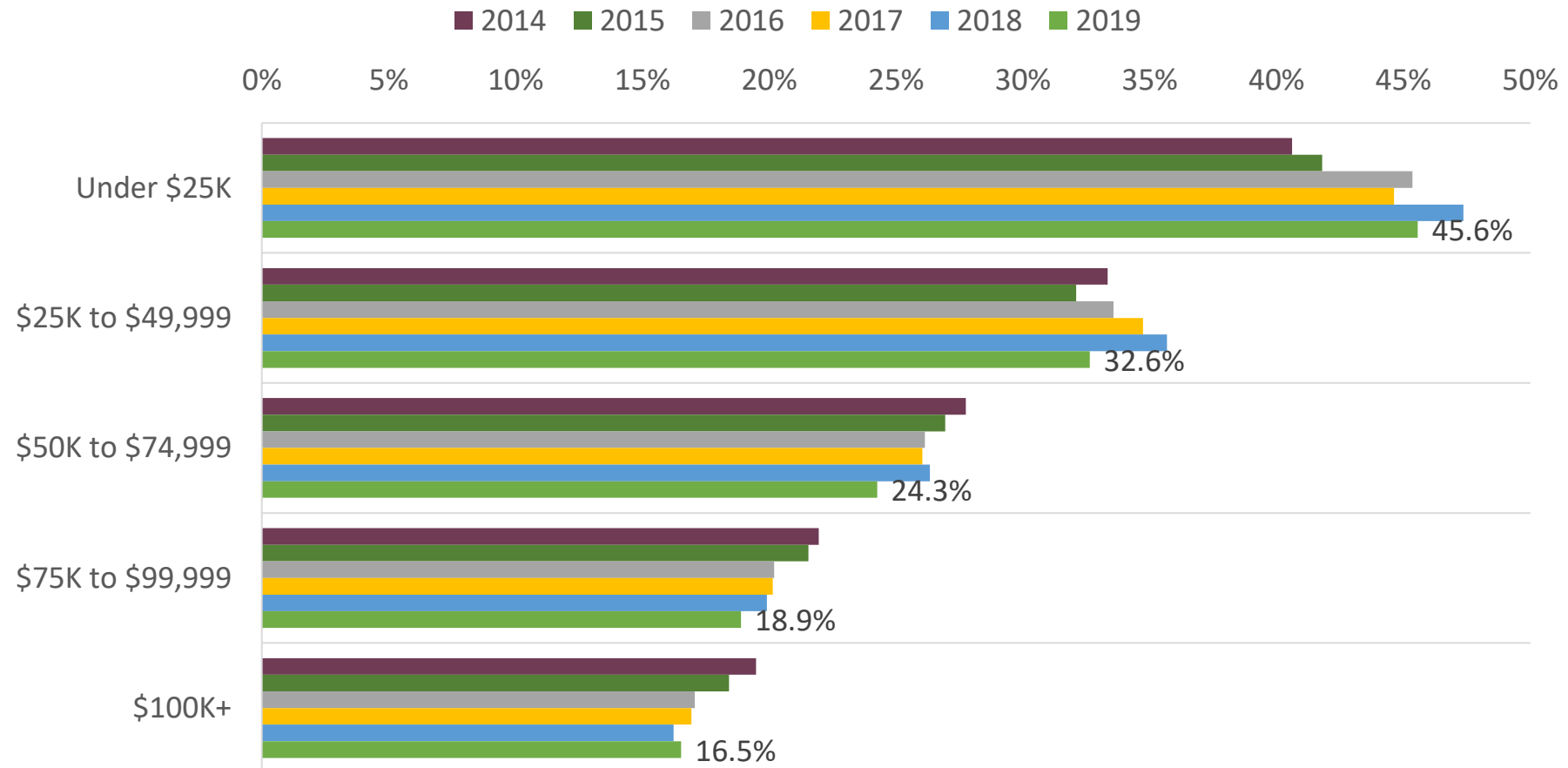
2014–2019 Inactivity by Age





2014–2019 Inactivity by Income

U.S. Population, Ages 6+





Non-Participant Interest by Age

U.S. Population, Ages 6+

Interest Level	Ages 6 to 12				Ages 13 to 17				Ages 18 to 24				Ages 25 to 34			
	1	Fishing				Fishing				Camping				Camping		
2	Camping				Camping				Fishing				Swimming for fitness			
3	Soccer				Working out with weights				Martial Arts				Bicycling			
4	Martial Arts				Volleyball				Volleyball				Fishing			
5	Basketball				Running/Jogging				Kayaking				Kayaking			
6	Bicycling				Basketball				Canoeing				Volleyball			
7	Volleyball				Shooting				Shooting				Canoeing			
8	Swimming for fitness				Working out with machines				Swimming for fitness				Backpacking			
9	Swimming on a team				Swimming for fitness				Hiking				Working out with weights			
10	Running/Jogging				Hiking				Bicycling				Hiking			



Non-Participant Interest by Age

U.S. Population, Ages 6+

Interest Level	U.S. Population, Ages 6+			
	Ages 35 to 44	Ages 45 to 54	Ages 55 to 64	Ages 65+
1	Swimming for fitness	Bicycling	Bicycling	Fishing
2	Camping	Fishing	Fishing	Swimming for fitness
3	Bicycling	Camping	Swimming for fitness	Bicycling
4	Fishing	Swimming for fitness	Camping	Birdwatching/Wildlife Viewing
5	Hiking	Hiking	Hiking	Working out with machines
6	Working out with weights	Working out with weights	Working out with machines	Hiking
7	Working out with machines	Canoeing	Working out with weights	Camping
8	Volleyball	Kayaking	Birdwatching/Wildlife Viewing	Working out with weights
9	Backpacking	Working out with machines	Canoeing	Fitness classes
10	Martial Arts	Backpacking	Shooting	Shooting



Non-Participant Interest by Income

U.S. Population, Ages 6+

Interest Level	Income Level				
	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
1	Fishing	Fishing	Fishing	Bicycling	Bicycling
2	Camping	Camping	Camping	Swimming for fitness	Swimming for fitness
3	Bicycling	Bicycling	Swimming for fitness	Camping	Fishing
4	Swimming for fitness	Swimming for fitness	Bicycling	Fishing	Camping
5	Hiking	Hiking	Working out with weights	Hiking	Hiking
6	Working out with machines	Working out with machines	Hiking	Canoeing	Working out with weights
7	Shooting	Working out with weights	Working out with machines	Working out with weights	Canoeing
8	Basketball	Shooting	Volleyball	Volleyball	Kayaking
9	Martial Arts	Volleyball	Shooting	Running/Jogging	Working out with machines
10	Working out with weights	Canoeing	Kayaking	Basketball	Volleyball



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, Barbells, Dumbbells/Hand Weights, High Impact/Intensity Training, Kettlebells, Pilates Training, Rowing Machine, Running/Jogging, Stair-Climbing Machine, Stationary Cycling (Group/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, Handgun, Rifle, Shotgun), Ice Skating, Martial Arts, MMA for Competition, MMA for Fitness, Roller Skating (2x2 Wheels, Inline Wheels), Shooting (Sport Clays, Trap/Skeet), Skateboarding, Target Shooting (Handgun, Rifle), Triathlon (non-Traditional/Off Road, Traditional/Road).
- **Outdoor Sports:** Adventure Racing, Archery, Backpacking Overnight, Bicycling (Road/Paved Surface, Mountain/Non-Paved Surface, BMX), Birdwatching (excursion more than ¼ mile from home/vehicle), Boardsailing/Windsurfing, Camping (RV), Camping (within ¼ mile from home/vehicle), Canoeing, Climbing (Indoor, Sport/Boulder, Traditional/Ice/Mountaineering), Fishing (Fly, Saltwater, Freshwater/Other), Hiking (Day), Hunting (Bow, Handgun, Rifle, Shotgun), Kayaking (White Water, Sea/Touring, Recreational), Rafting, Running/Jogging, Sailing, Scuba Diving, Shooting (Sport Clays, Trap/Skeet), Skateboarding, Skiing (Alpine/Downhill, Freestyle, Cross-Country), Snorkeling, Snowboarding, Snowshoeing, Stand-Up Paddling, Surfing, Trail Running, Triathlon (Non-Traditional/Off-Road, Traditional/Road), Wakeboarding, Wakesurfing, Wildlife Viewing, and Winter Fat Biking.
- **Racquet Sports:** Badminton, Cardio Tennis, Pickleball, Pop Tennis, Racquetball, Squash, Table Tennis, and Tennis.
- **Team Sports:** Baseball, Basketball, Cheerleading, Field Hockey, Football (Flag, Tackle, Touch), Gymnastics, Ice Hockey, Lacrosse, Paintball, Roller Hockey, Rugby, Soccer (Indoor, Outdoor), Softball (Fast-Pitch, Slow-Pitch), Street/Dek/Ball/Floor Hockey, Swimming on a Team, Track and Field, Ultimate Frisbee, Volleyball (Beach/Sand, Court, Grass), Water Polo, and Wrestling.
- **Water Sports:** Boardsailing/Windsurfing, Canoeing, Kayaking (White Water, Sea/Touring, Recreational), Jet Skiing, Rafting, Sailing, Scuba Diving, Snorkeling, Stand-Up Paddling, Surfing, Wakeboarding, Wakesurfing, and Water Skiing.
- **Winter Sports:** Alpine Touring, Skiing (Alpine/Downhill, Freestyle, Cross-Country), Sledding/Saucer Riding/Snow Tubing, Snowboarding, Snowboard Touring, 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

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The 2019 participation research is a collaboration of:

