



2022 PHYSICAL ACTIVITY COUNCIL'S OVERVIEW REPORT ON PARTICIPATION

The Physical Activity Council's annual study tracking sports, fitness, and recreation participation in the U.S.

Research Methodology

2021 Participation Data

All participation statistics are from a nationwide study conducted during the 2021 calendar year by Sports Marketing Surveys USA (SMS). Under the guidance of the Sports and Fitness Industry Association (SFIA) and seven other sports industry associations that make up the Physical Activity Council (PAC), the participation study was designed and launched by Digital Research (DRI). All other data is attributable to the SFIA/SMS research partnership.

Sample Specification

During 2021, 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 2021 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 304,745,039 people aged six and older.

Activity reported is based on a rolling 12-month participation rate. All charts represent data from US populations ages 6 and over, unless otherwise specified.

If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.



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.

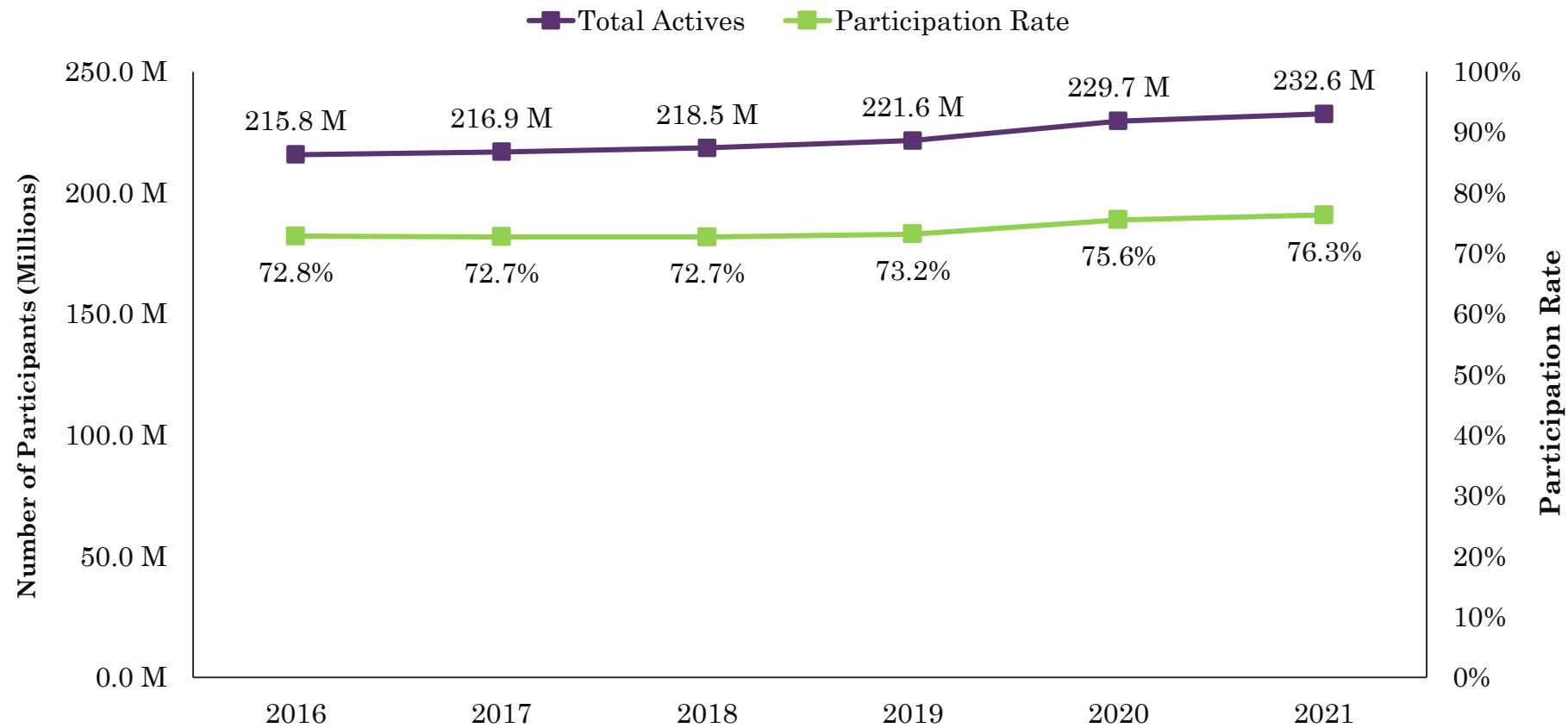
Please contact any of the individual members of the PAC or Sports Marketing Surveys (SMS) to learn more about the study and other available data.

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

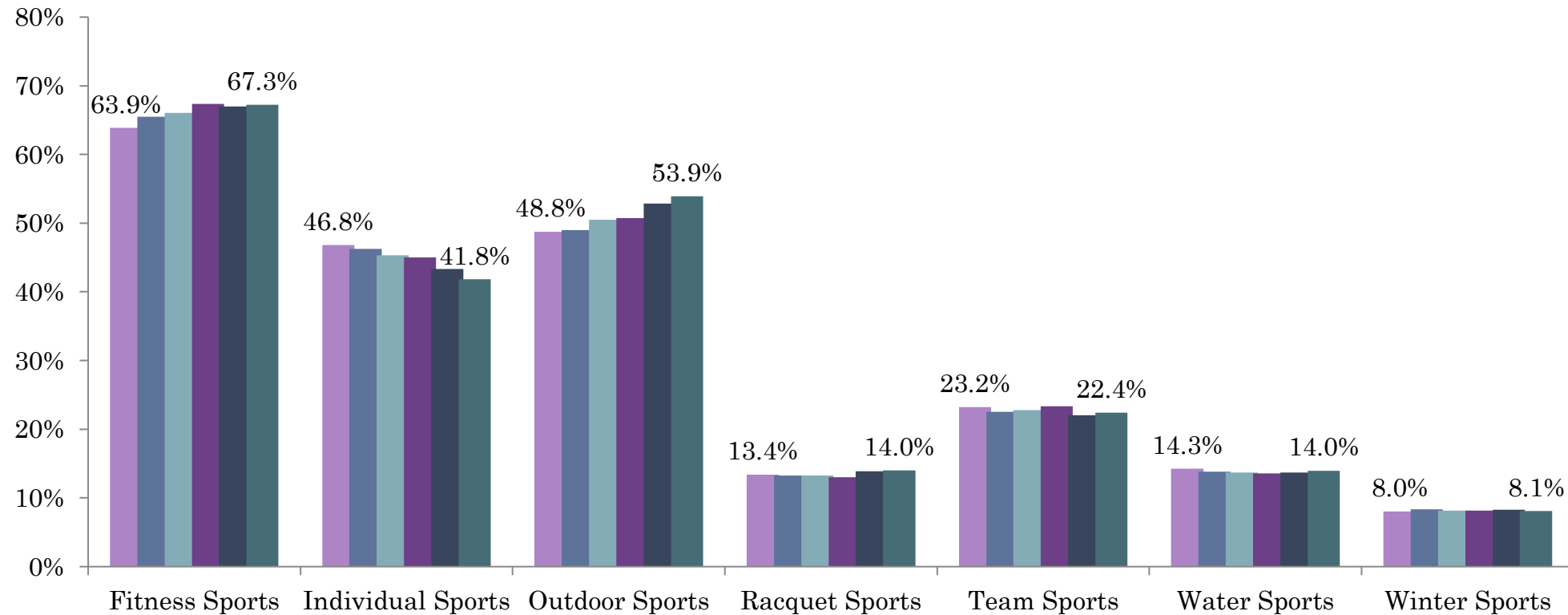
2016 - 2021 Activity Trends

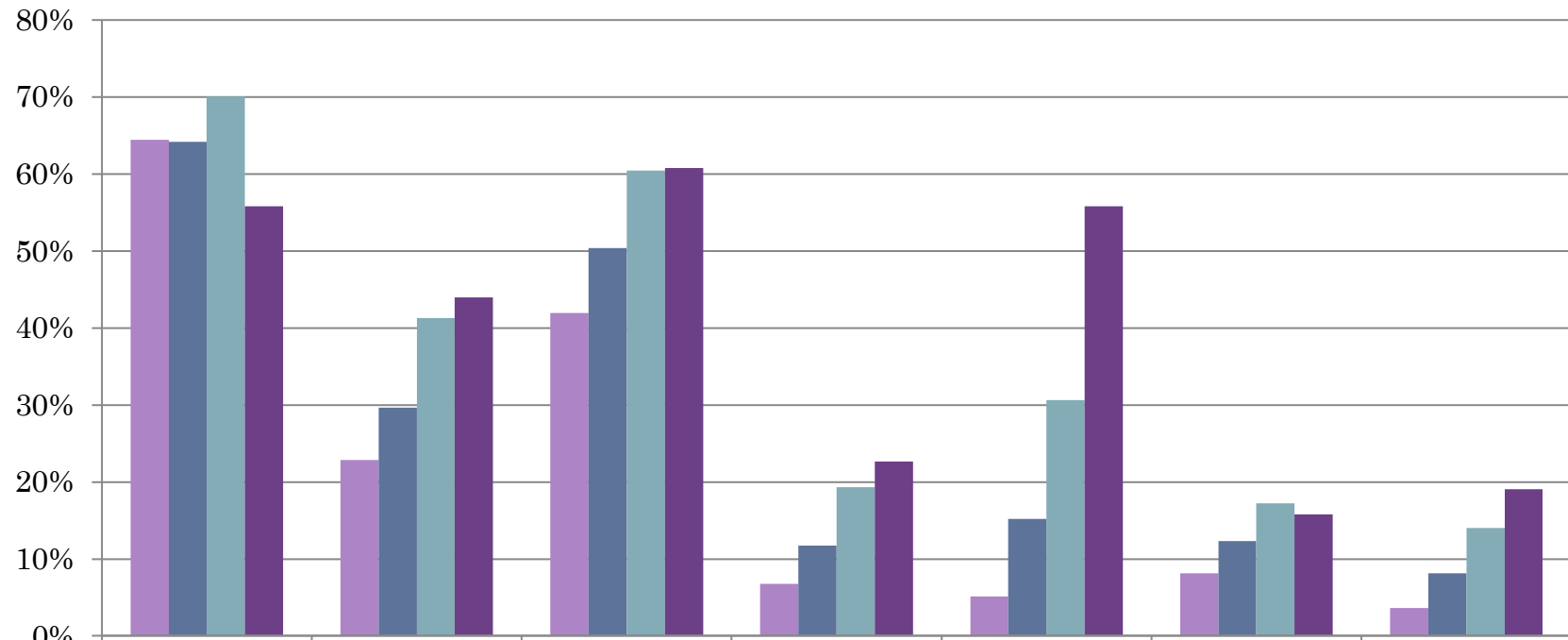


2016 - 2021 Participation Trends

Total U.S. Participation Rates

■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

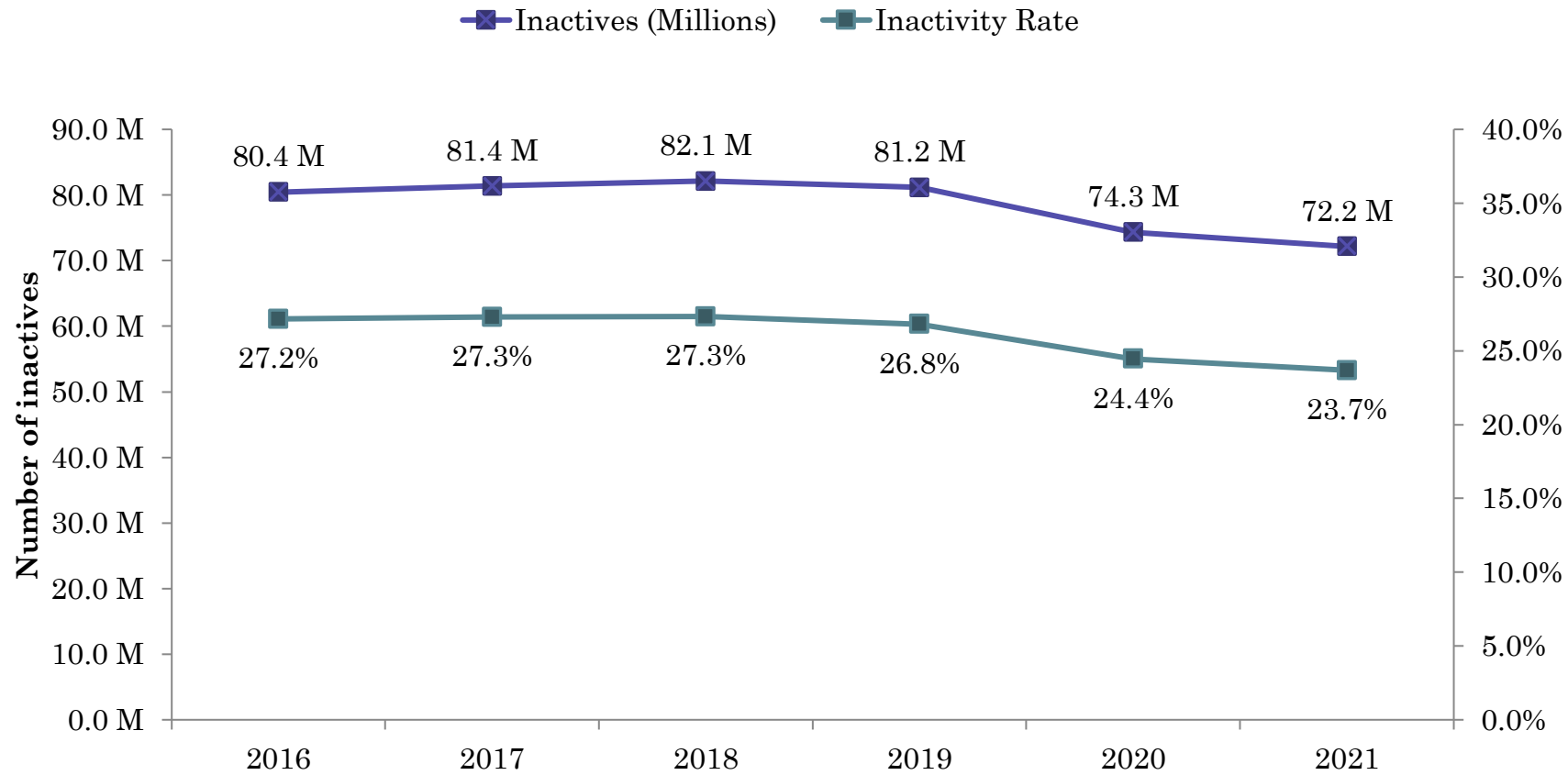




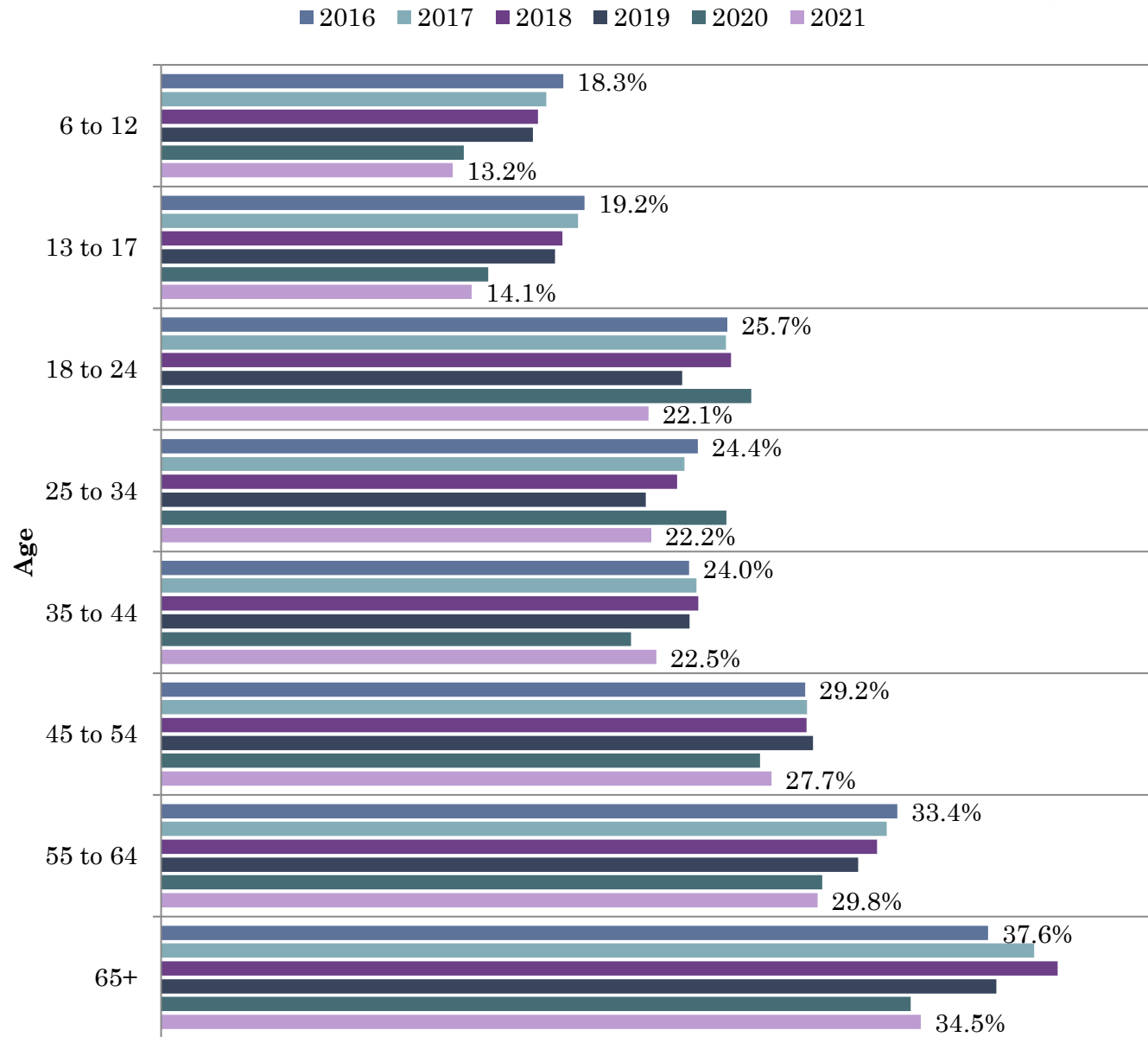
	Fitness Sports	Individual Sports	Outdoor Sports	Racquet Sports	Team Sports	Water Sports	Winter Sports
Boomers (1945~1964)	64.4%	22.9%	41.9%	6.8%	5.1%	8.2%	3.7%
Gen X (1965~1979)	64.2%	29.6%	50.4%	11.8%	15.2%	12.3%	8.2%
Millennials (1980~1999)	70.0%	41.3%	60.5%	19.3%	30.6%	17.2%	14.0%
Gen Z (2000+)	55.8%	44.0%	60.8%	22.6%	55.8%	15.8%	19.1%

2021 Participation by Generation

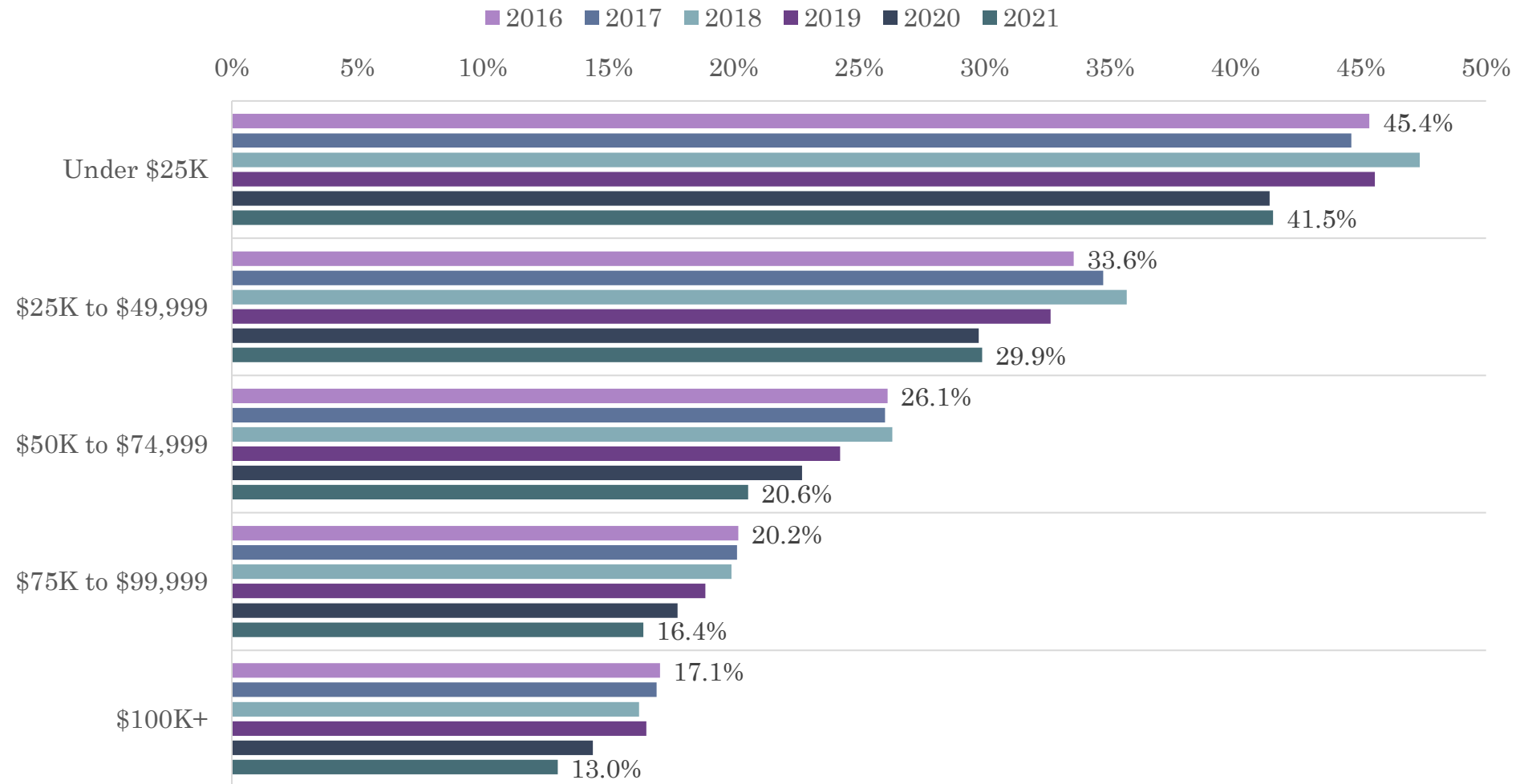
2016 – 2022 Inactivity Trends



2016 – 2022 Inactivity by Age



2016 – 2022 Inactivity by Income



Intent to Participate in the Next 12 Months by Age

6~12	13-17	18-24	25-34
Fishing	Running/Jogging	Running/Jogging	Working out with weights
Camping	Fishing	Working out with weights	Cardio Fitness
Hiking	Working out with weights	Cardio Fitness	Hiking
Running/Jogging	Basketball	Working out using machines	Running/Jogging
Basketball	Working out using machines	Hiking	Working out using machines
Soccer	Swimming for Fitness	Yoga	Yoga
Swimming for Fitness	Cardio Fitness	Camping	Camping
Bicycling	Hiking	Basketball	Fishing
Baseball	Camping	Fishing	Swimming for Fitness
Sledding	Tennis	Swimming for Fitness	Trail Running
35-44	45-54	55-64	65+
Working out with weights	Working out with weights	Working out with weights	Working out with weights
Cardio Fitness	Hiking	Hiking	Working out using machines
Hiking	Cardio Fitness	Cardio Fitness	Cardio Fitness
Running/Jogging	Working out using machines	Working out using machines	Hiking
Working out using machines	Running/Jogging	Fishing	Fishing
Camping	Fishing	Yoga	Yoga
Fishing	Camping	Camping	Swimming for Fitness
Yoga	Yoga	Running/Jogging	Golf
Swimming for Fitness	Swimming for Fitness	Swimming for Fitness	Camping
Bicycling	Bicycling	Bicycling	Bicycling

Intent to Participate in the Next 12 Months by Income

Under \$25,000	\$25,000 to \$49,999	
Working out with weights	Working out with weights	
Fishing	Hiking	
Hiking	Cardio Fitness	
Cardio Fitness	Fishing	
Working out using machines	Running/Jogging	
Running/Jogging	Working out using machines	
Camping	Camping	
Yoga	Yoga	
Swimming for Fitness	Swimming for Fitness	
Basketball	Basketball	
\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
Working out with weights	Hiking	Working out with weights
Hiking	Working out with weights	Hiking
Cardio Fitness	Cardio Fitness	Cardio Fitness
Running/Jogging	Working out using machines	Working out using machines
Working out using machines	Running/Jogging	Running/Jogging
Fishing	Camping	Yoga
Camping	Fishing	Fishing
Yoga	Yoga	Swimming for Fitness
Swimming for Fitness	Swimming for Fitness	Camping
Bicycling	Bicycling	Bicycling

- **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 Grouped Categories

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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