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

Number of Participants (Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Actives</th>
<th>Participation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>215.8 M</td>
<td>72.8%</td>
</tr>
<tr>
<td>2017</td>
<td>216.9 M</td>
<td>72.7%</td>
</tr>
<tr>
<td>2018</td>
<td>218.5 M</td>
<td>72.7%</td>
</tr>
<tr>
<td>2019</td>
<td>221.6 M</td>
<td>73.2%</td>
</tr>
<tr>
<td>2020</td>
<td>229.7 M</td>
<td>75.6%</td>
</tr>
<tr>
<td>2021</td>
<td>232.6 M</td>
<td>76.3%</td>
</tr>
</tbody>
</table>
2016 - 2021 Participation Trends

Total U.S. Participation Rates

Fitness Sports: 63.9% (2016), 67.3% (2021)
Individual Sports: 46.8% (2016), 41.8% (2021)
Outdoor Sports: 48.8% (2016), 53.9% (2021)
Racquet Sports: 13.4% (2016), 14.0% (2021)
Team Sports: 23.2% (2016), 22.4% (2021)
Water Sports: 14.3% (2016), 14.0% (2021)
Winter Sports: 8.0% (2016), 8.1% (2021)
### 2021 Participation by Generation

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Boomers (1945~1964)</td>
<td>64.4%</td>
<td>22.9%</td>
<td>41.9%</td>
<td>6.8%</td>
<td>5.1%</td>
<td>8.2%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Gen X (1965~1979)</td>
<td>64.2%</td>
<td>29.6%</td>
<td>50.4%</td>
<td>11.8%</td>
<td>15.2%</td>
<td>12.3%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Millennials (1980~1999)</td>
<td>70.0%</td>
<td>41.3%</td>
<td>60.5%</td>
<td>19.3%</td>
<td>30.6%</td>
<td>17.2%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Gen Z (2000+)</td>
<td>55.8%</td>
<td>44.0%</td>
<td>60.8%</td>
<td>22.6%</td>
<td>55.8%</td>
<td>15.8%</td>
<td>19.1%</td>
</tr>
</tbody>
</table>
2016 – 2022 Inactivity Trends

Inactives (Millions)

- 2016: 80.4 M
- 2017: 81.4 M
- 2018: 82.1 M
- 2019: 81.2 M
- 2020: 74.3 M
- 2021: 72.2 M

Inactivity Rate

- 2016: 27.2%
- 2017: 27.3%
- 2018: 27.3%
- 2019: 26.8%
- 2020: 24.4%
- 2021: 23.7%
2016 – 2022 Inactivity by Age
2016 – 2022 Inactivity by Income

- Under $25K
  - 2016: 45.4%
  - 2017: 41.5%
- $25K to $49,999
  - 2016: 33.6%
  - 2017: 29.9%
- $50K to $74,999
  - 2016: 26.1%
  - 2017: 20.6%
- $75K to $99,999
  - 2016: 20.2%
  - 2017: 16.4%
- $100K+
  - 2016: 17.1%
  - 2017: 13.0%
## Intent to Participate in the Next 12 Months by Age

<table>
<thead>
<tr>
<th></th>
<th>6-12</th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>55-64</th>
<th>65+</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Fishing</td>
<td>Running/Jogging</td>
<td>Running/Jogging</td>
<td>Working out with weights</td>
<td>Working out with weights</td>
<td>Working out with weights</td>
</tr>
<tr>
<td>Age</td>
<td>Camping</td>
<td>Fishing</td>
<td>Working out with weights</td>
<td>Working out with weights</td>
<td>Cardio Fitness</td>
<td>Cardio Fitness</td>
</tr>
<tr>
<td></td>
<td>Hiking</td>
<td>Basketball</td>
<td>Working out using machines</td>
<td>Hiking</td>
<td>Hiking</td>
<td>Hiking</td>
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<tr>
<td></td>
<td>Running/Jogging</td>
<td>Swimming for Fitness</td>
<td>Cardio Fitness</td>
<td>Working out using machines</td>
<td>Fishing</td>
<td>Yoga</td>
</tr>
<tr>
<td></td>
<td>Hiking</td>
<td>Hiking</td>
<td>Yoga</td>
<td>Working out using machines</td>
<td>Swimming for Fitness</td>
<td>Swimming for Fitness</td>
</tr>
<tr>
<td></td>
<td>Baseball</td>
<td>Camping</td>
<td>Yoga</td>
<td>Hiking</td>
<td>Yoga</td>
<td>Hiking</td>
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<tr>
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<td>Sledding</td>
<td>Fishing</td>
<td>Swimming for Fitness</td>
<td>Fishing</td>
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<td>Bicycling</td>
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<tr>
<td></td>
<td>Bicycling</td>
<td>Swimming for Fitness</td>
<td>Bicycling</td>
<td>Yoga</td>
<td>Bicycling</td>
<td>Golf</td>
</tr>
<tr>
<td></td>
<td>Swimming for Fitness</td>
<td>Bicycling</td>
<td>Bicycling</td>
<td>Camping</td>
<td>Bicycling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Camping</td>
<td>Bicycling</td>
<td>Bicycling</td>
<td>Bicycling</td>
<td>Bicycling</td>
<td></td>
</tr>
</tbody>
</table>

## Intent to Participate in the Next 12 Months by Income

<table>
<thead>
<tr>
<th>Under $25,000</th>
<th>$25,000 to $49,999</th>
<th>$50,000 to $74,999</th>
<th>$75,000 to $99,999</th>
<th>$100,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working out with weights</td>
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<td>Working out with weights</td>
<td>Working out with weights</td>
<td>Working out with weights</td>
</tr>
<tr>
<td>Fishing</td>
<td>Hiking</td>
<td>Cardio Fitness</td>
<td>Fishing</td>
<td></td>
</tr>
<tr>
<td>Hiking</td>
<td>Cardio Fitness</td>
<td>Fishing</td>
<td>Running/Jogging</td>
<td></td>
</tr>
<tr>
<td>Cardio Fitness</td>
<td>Fishing</td>
<td>Running/Jogging</td>
<td>Working out using machines</td>
<td></td>
</tr>
<tr>
<td>Working out using machines</td>
<td>Camping</td>
<td>Working out using machines</td>
<td>Working out using machines</td>
<td></td>
</tr>
<tr>
<td>Running/Jogging</td>
<td>Yoga</td>
<td>Camping</td>
<td>Yoga</td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td>Swimming for Fitness</td>
<td>Yoga</td>
<td>Swimming for Fitness</td>
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<tr>
<td>Yoga</td>
<td>Bicycling</td>
<td>Yoga</td>
<td>Bicycling</td>
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<tr>
<td>Swimming for Fitness</td>
<td>Bicycling</td>
<td>Swimming for Fitness</td>
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<tr>
<td>Bicycling</td>
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</tbody>
</table>
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-Training, 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 (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), 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, Waterskiing, 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**: Boatsailing/Windsurfing, Canoeing, Kayaking (Recreational), Kayaking (Sea/Touring), Kayaking (White Water), Jet Skiing, Rafting, Sailing, Scuba Diving, Snorkeling, Stand-Up Paddling, Surfing, Wakeboarding, Waterskiing, and Water Skiing.

- **Winter Sports**: Skiing (Cross-Country), Alpine Touring, Skiing (Alpine/Freeski/Telemark), Slaloming, Saucer Riding/Snow Tubing, Snowboard Touring, Snowboarding, Snowshoeing, and Winter Fat Biking.
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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The 2022 participation research is a collaboration of: