



2025 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

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Participation Data

All participation statistics were derived from an annual online study focused on participation during the 2024 calendar year by Sports Marketing Surveys USA (SMS) A Buffalo Groupe Company. The participation questionnaire is a collaboration with the Physical Activity Council (PAC), comprising of eight sports industry associations. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

Sample Specification

During 2024, 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 of people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2024 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 308,888,845 people aged 6 and older. This represents a 0.64% increase in total population which should be kept in mind when interpreting the findings.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. population aged 6 and over, unless otherwise specified. If you have specific questions regarding the methodology, please contact Sports Marketing Surveys USA at info@sportsmarketingsurveysusa.com.

Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

Research Methodology

Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner like respondents ages 6 to 12, but they are asked to complete the survey themselves.

Quality Assurance – Multiple levels:

- ▶ Respondent are prevented from taking the survey again within 3 months.
- ▶ Our panel provider has a suite of technology platforms to prevent fraud
- ▶ Technical fingerprinting to eliminate duplicates
- ▶ LOI offense checking (to eliminate "speeders")
- ▶ Pattern response checking
- ▶ Internal QA questions e.g. colors of the American flag
- ▶ Internal consistency checks e.g. a limit on the number of total participation days
- ▶ Open-end response quality algorithm
- ▶ Ongoing response visual checks.

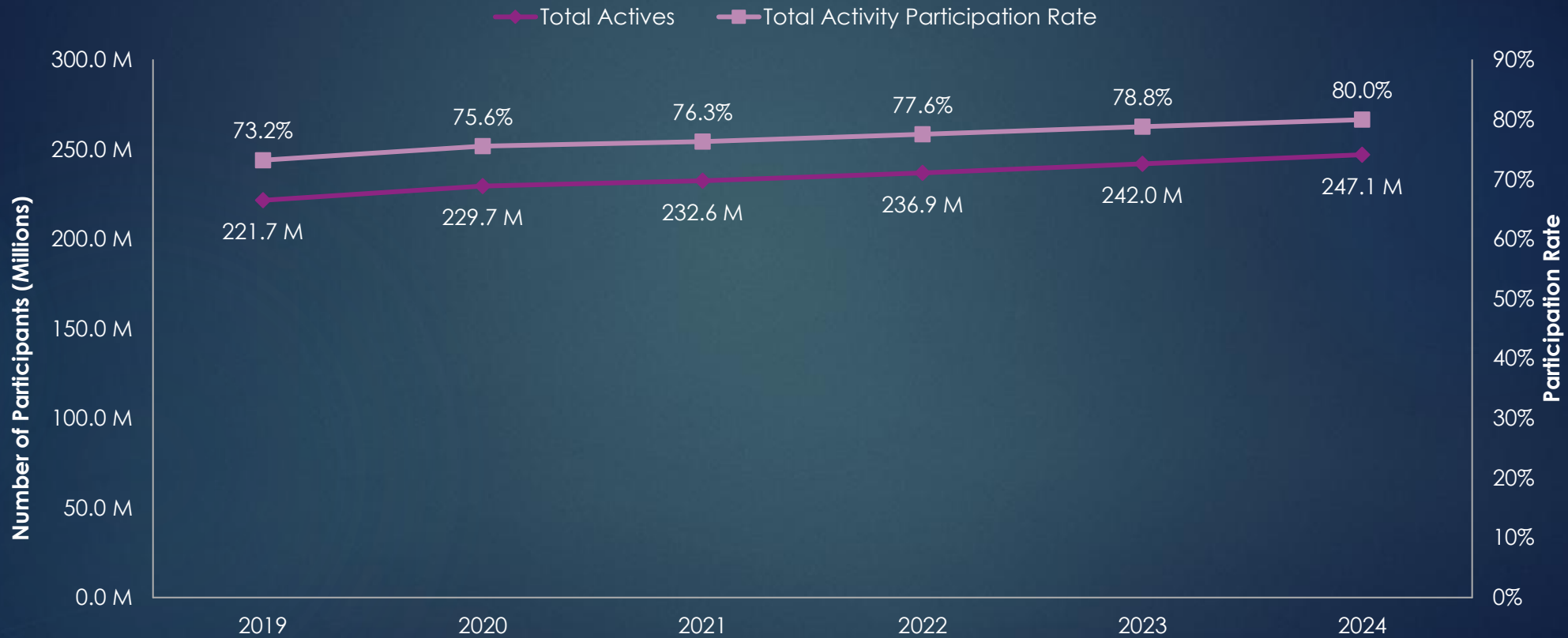
About the Physical Activity Council (PAC)

The survey that produces the data for the 2025 Physical Activity Council's Overview Report is managed by Sports Marketing Surveys, USA, a Buffalo Groupe Company and hosted by the partnership of the Physical Activity Council (PAC). This partnership of made up of the leading organizations in the U.S. sports, fitness, and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness, and recreation participation, each partner produces detailed reports on specific areas of interest. Partner include Health and Fitness Association; National Golf Foundation s (NGF); Outdoor Industry Association (OIA); People for Bikes; Sport and Fitness Industry Association (SFIA); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; and United States Tennis Association (USTA).

2019 - 2024 Total Active Participants Trends

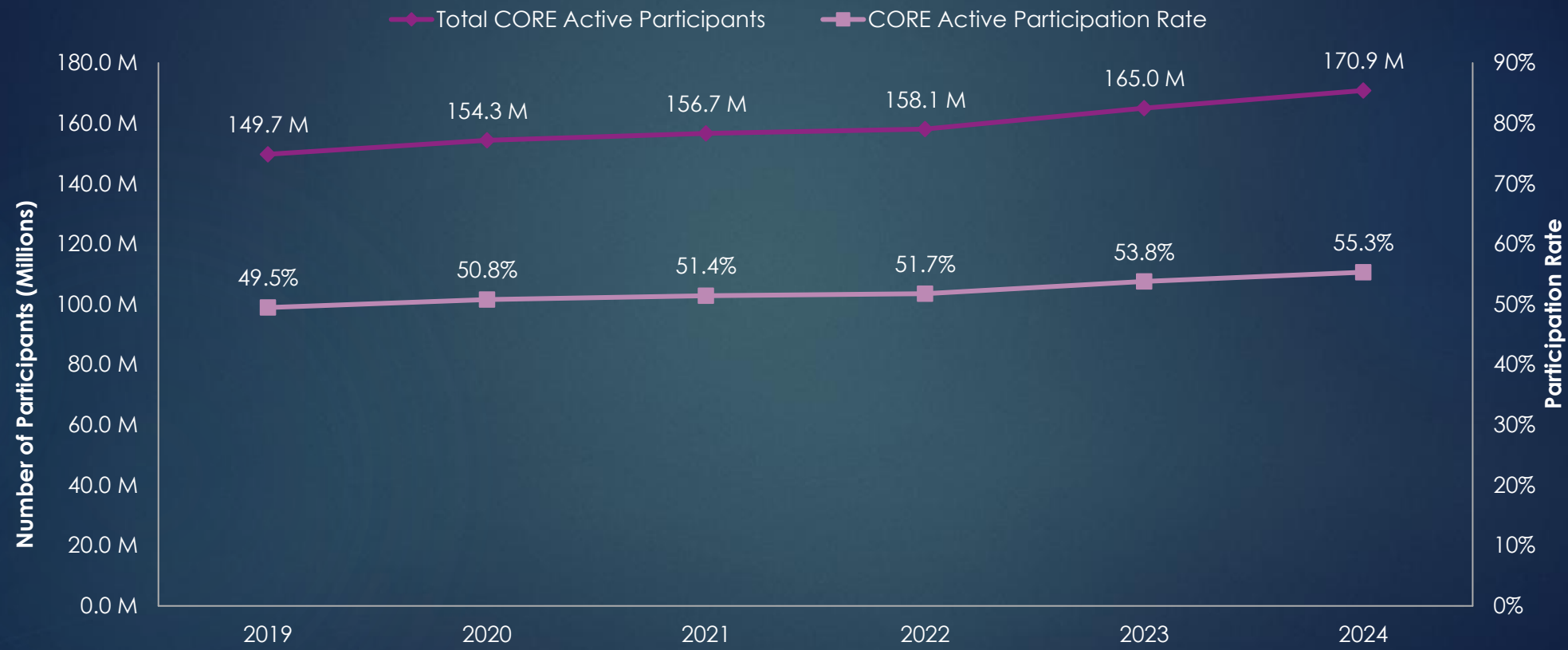
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*Populations Ages 6+ who was active at least once in 12 months

2019 - 2024 CORE Active Participants Trends

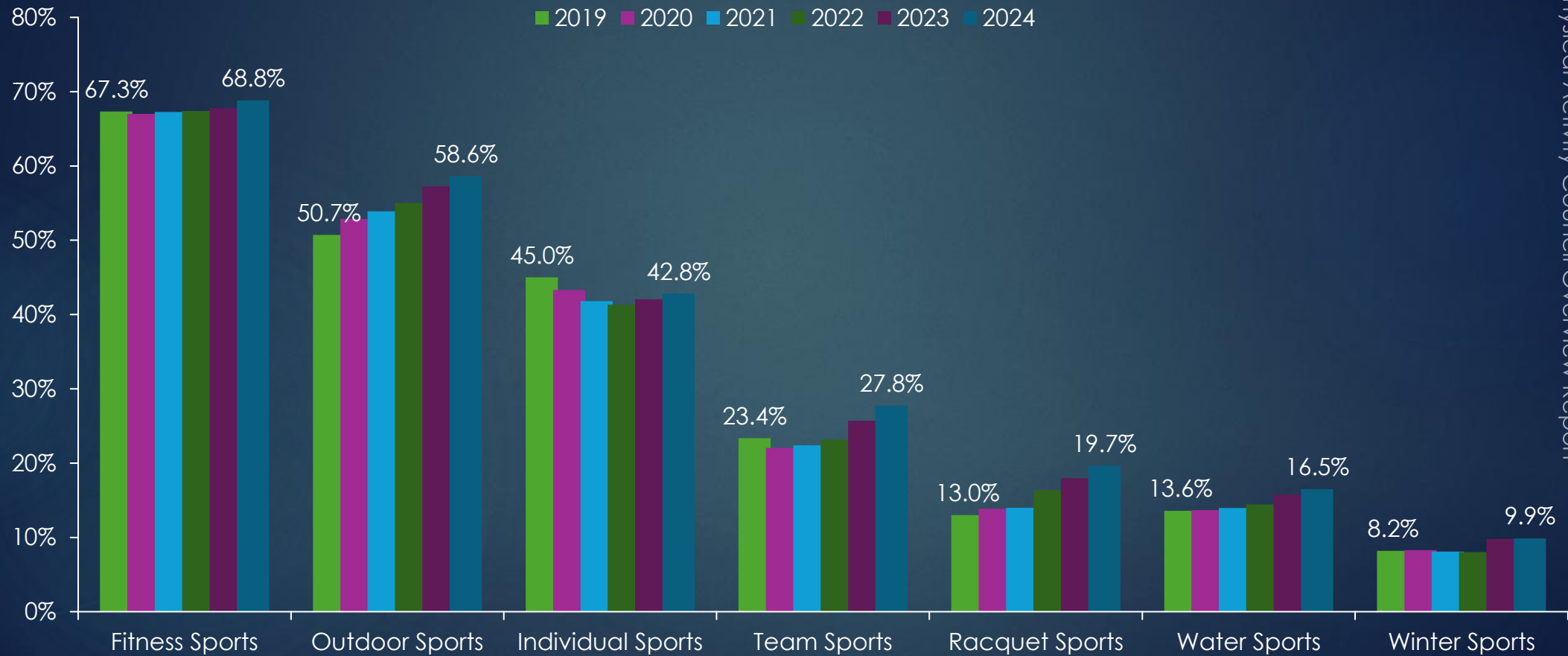


*Populations Ages 6+ who was active at least twice a week

2019 - 2024 Total Participation Rates by Sports Category Trended

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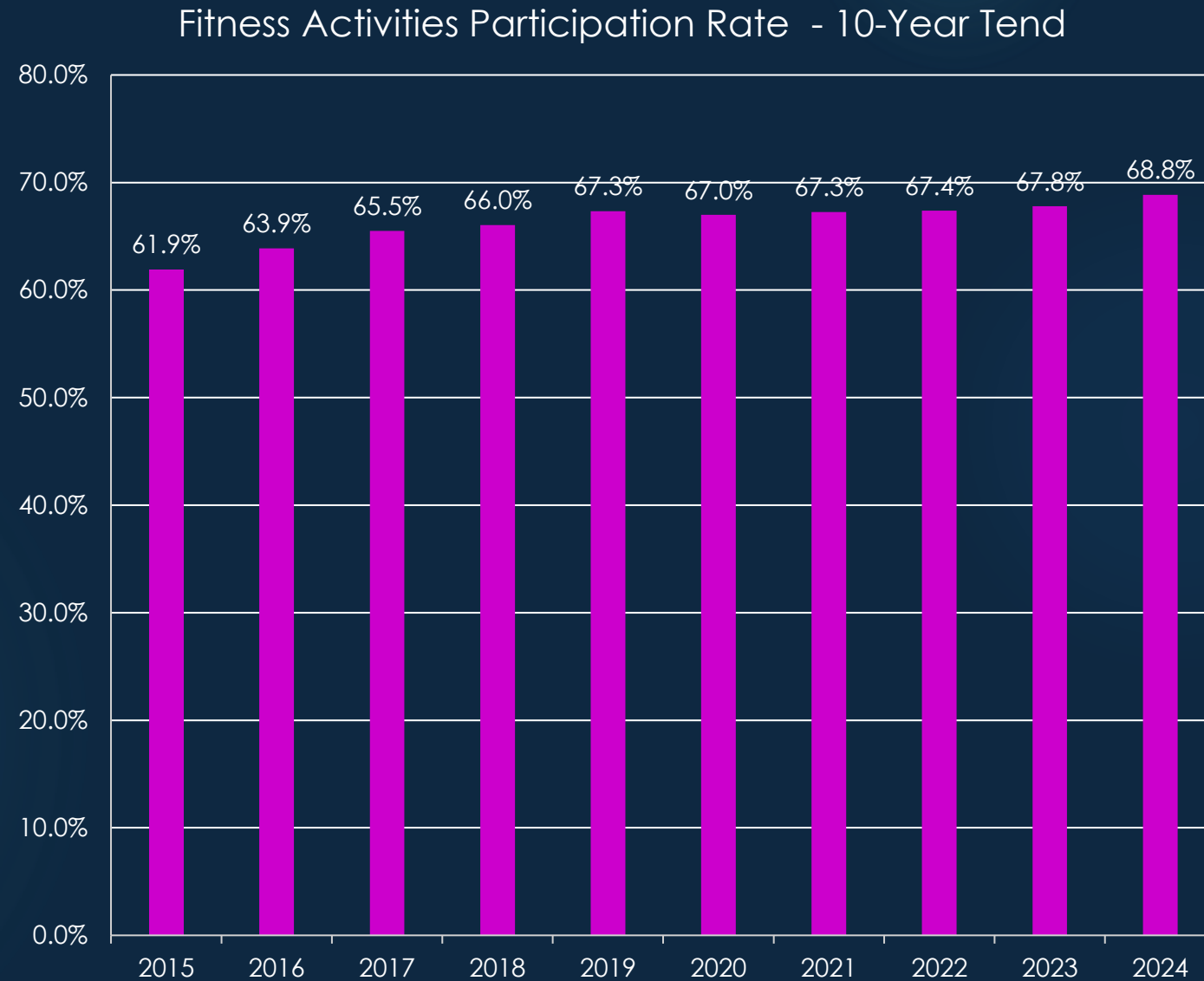
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*American Population Ages 6+

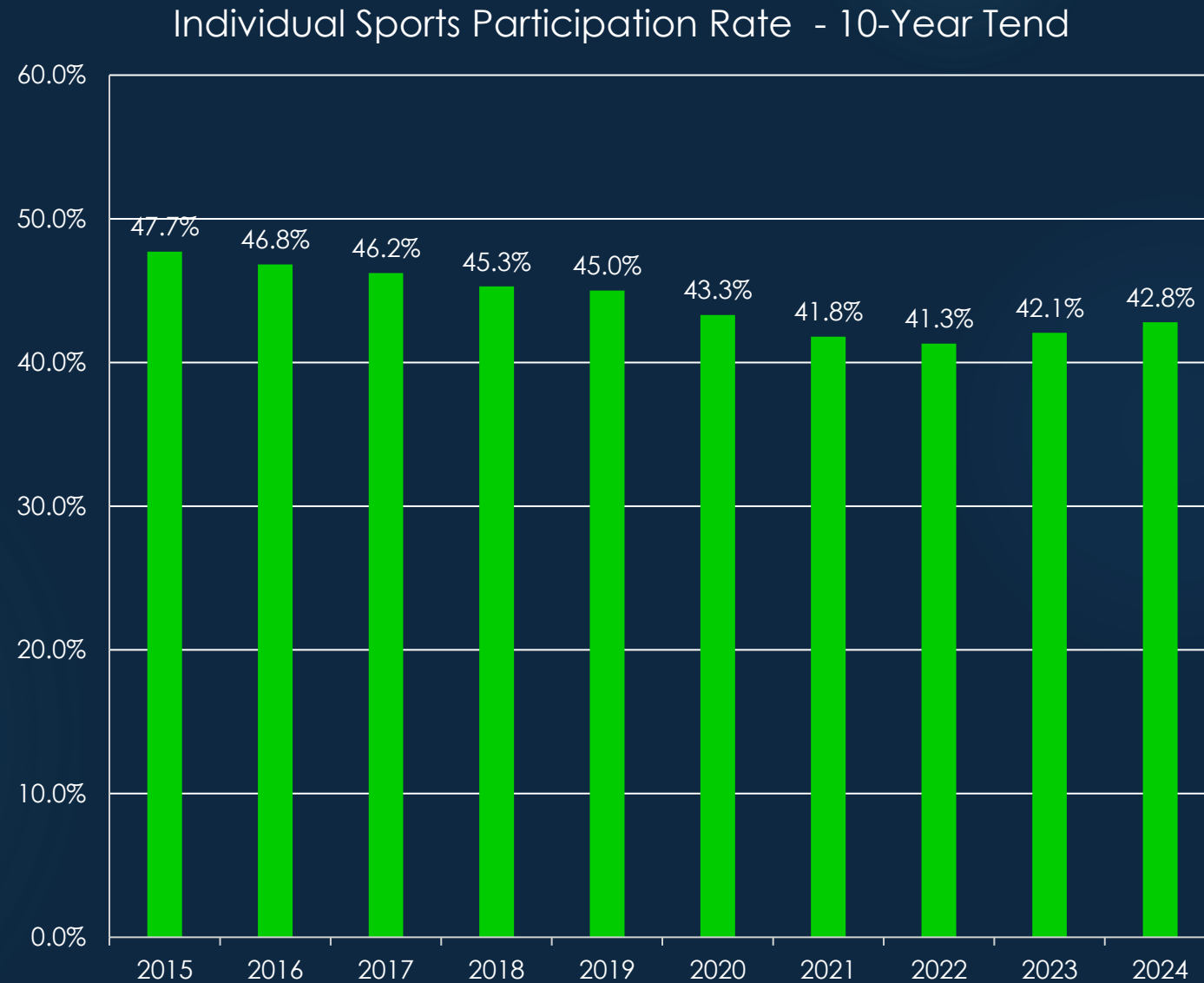
10-Year Historical Trend- Fitness Activities

*American Population Ages 6+



10-Year Historical Trend- Individual Sports

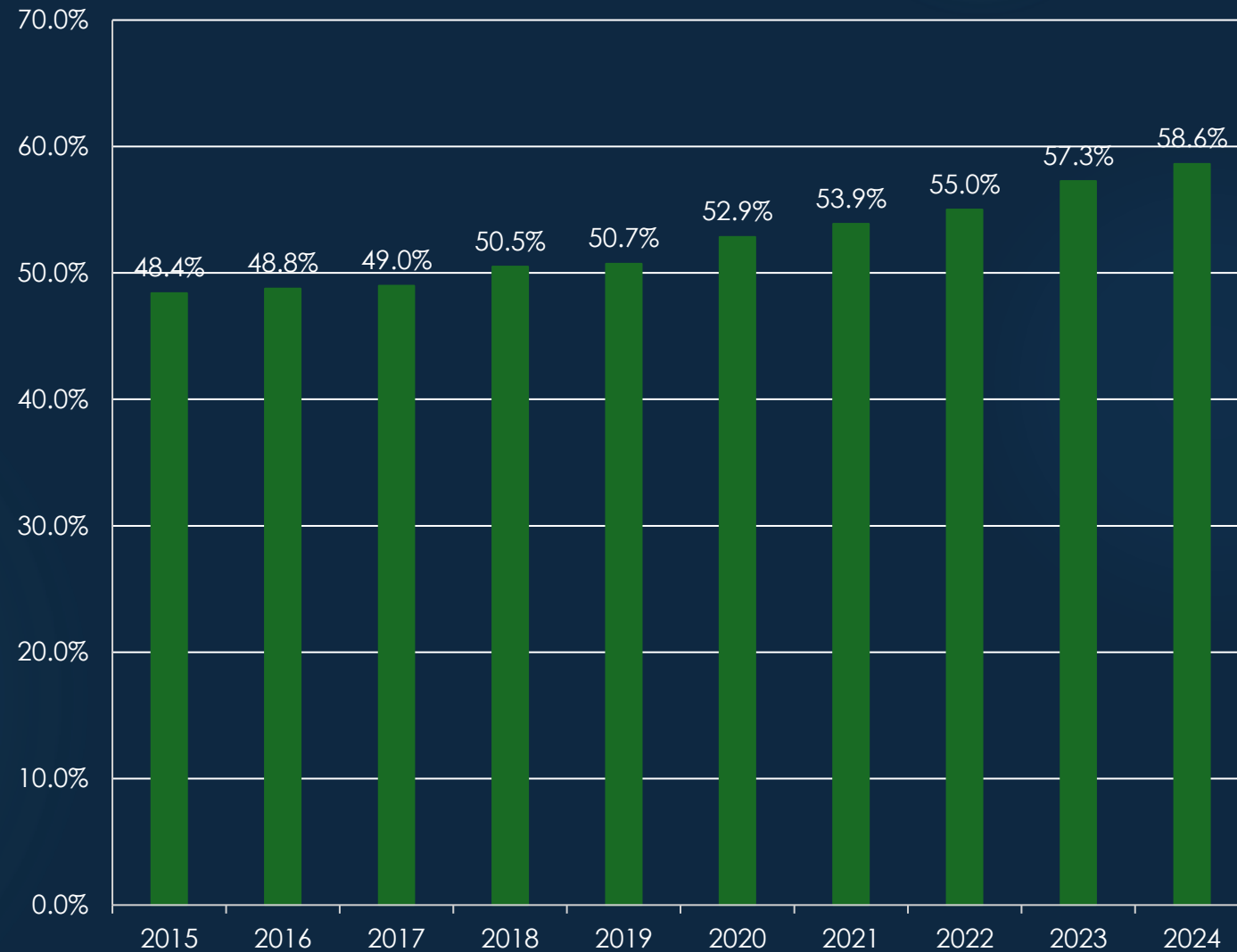
*American Population Ages 6+



10-Year Historical Trend- Outdoor Sports

*American Population Ages 6+

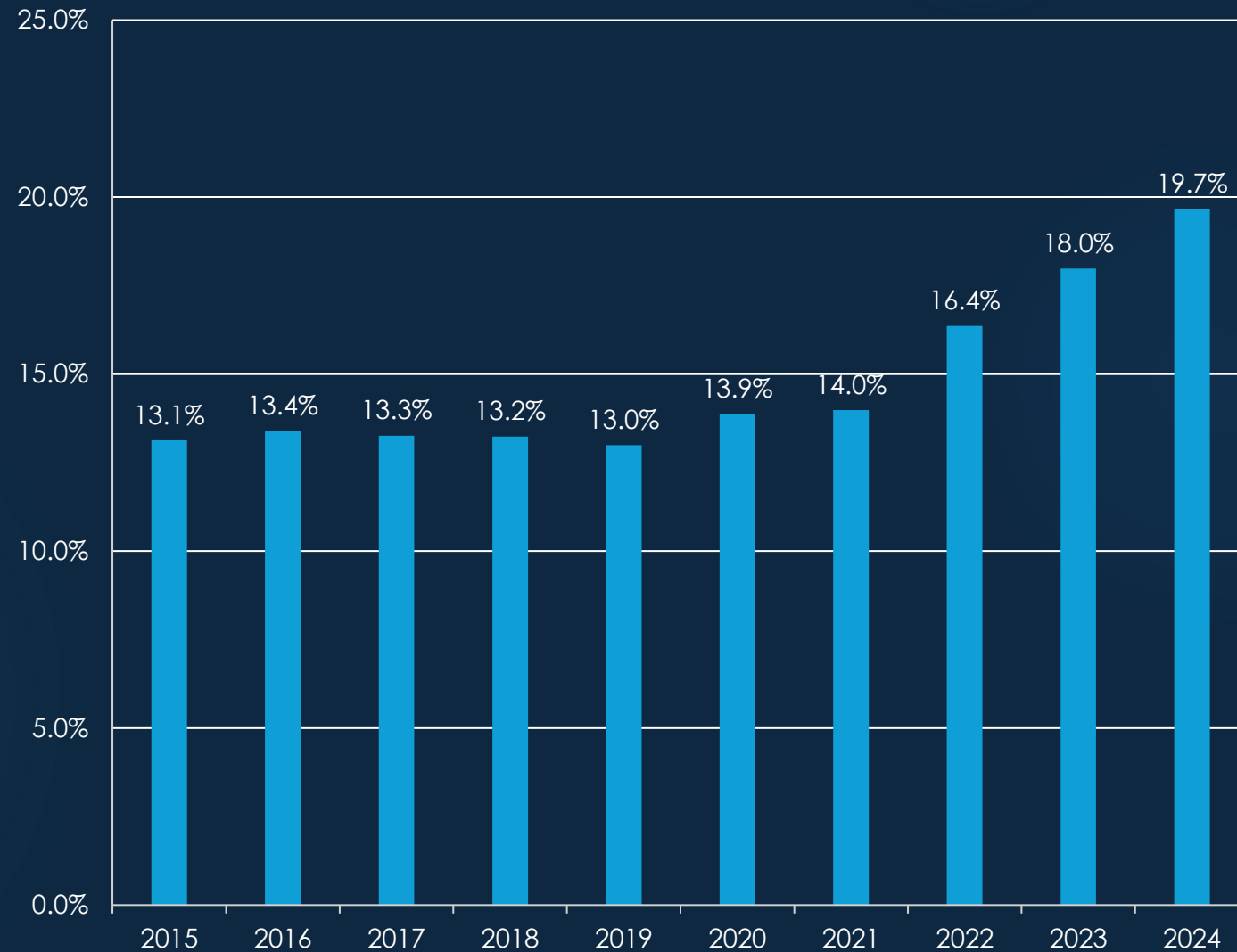
Outdoor Sports Participation Rate - 10-Year Trend



10-Year Historical Trend- Racquet Sports

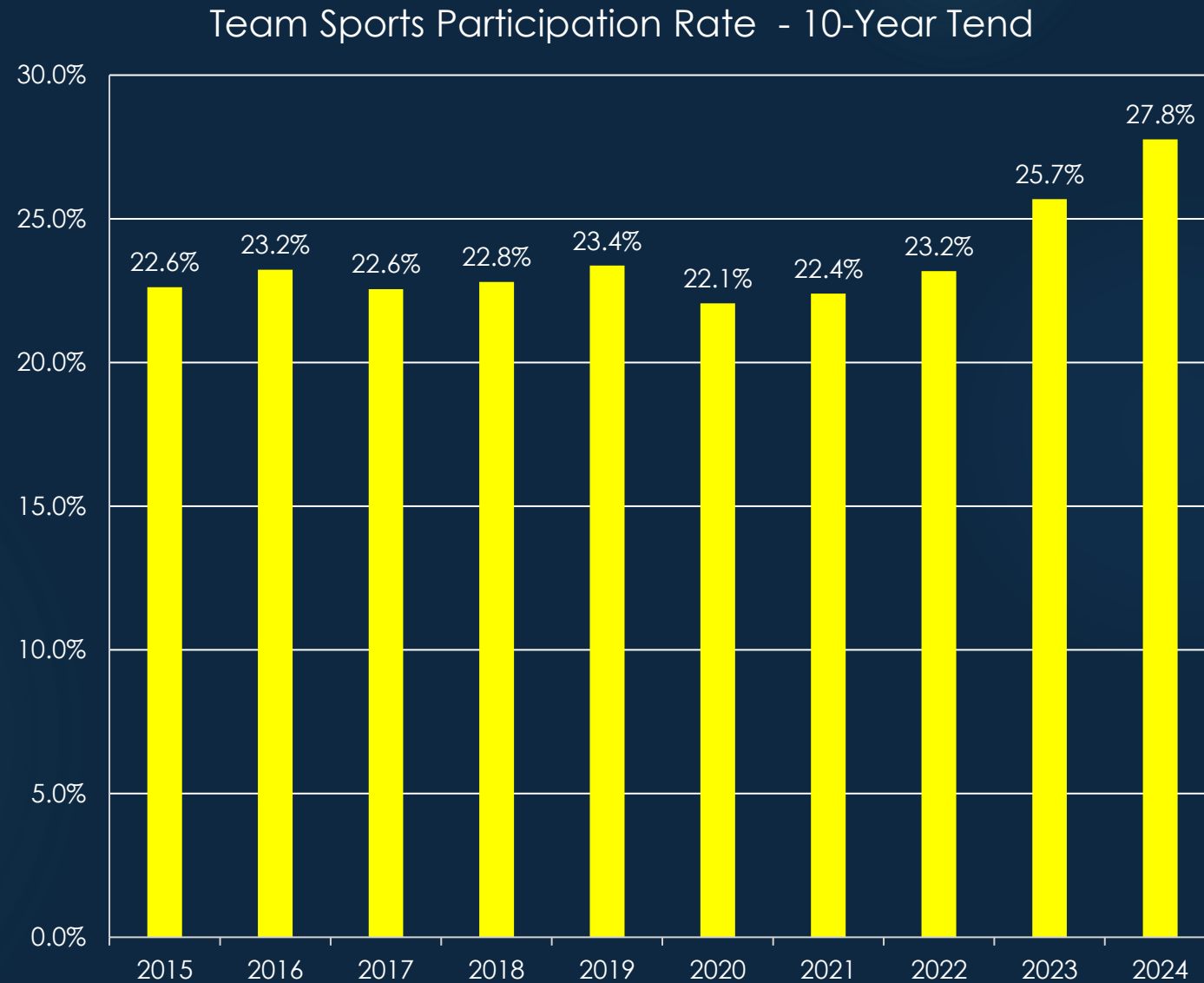
*American Population Ages 6+

Racquet Sports Participation Rate - 10-Year Trend



10-Year Historical Trend- Team Sports

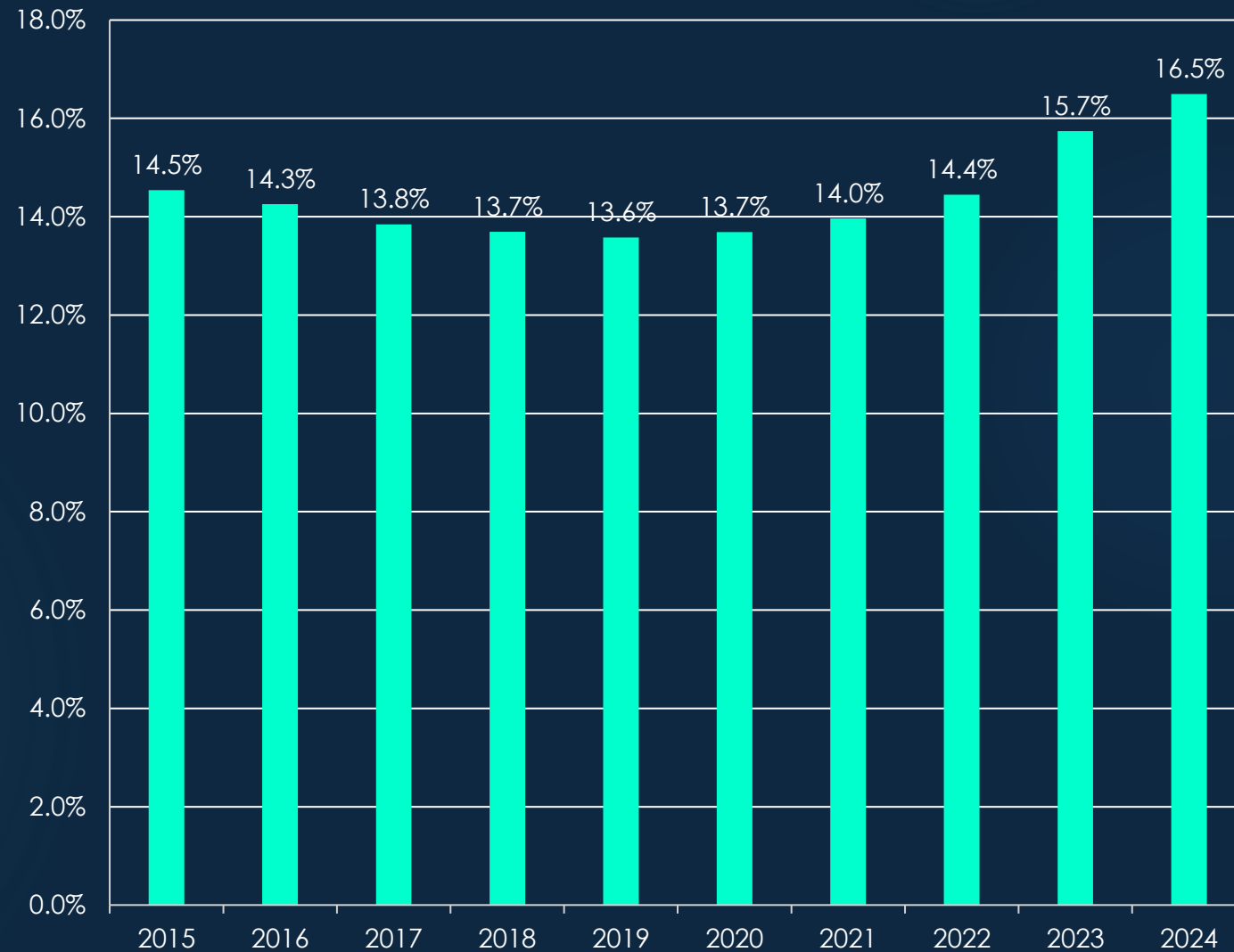
*American Population Ages 6+



10-Year Historical Trend- Water Sports

*American Population Ages 6+

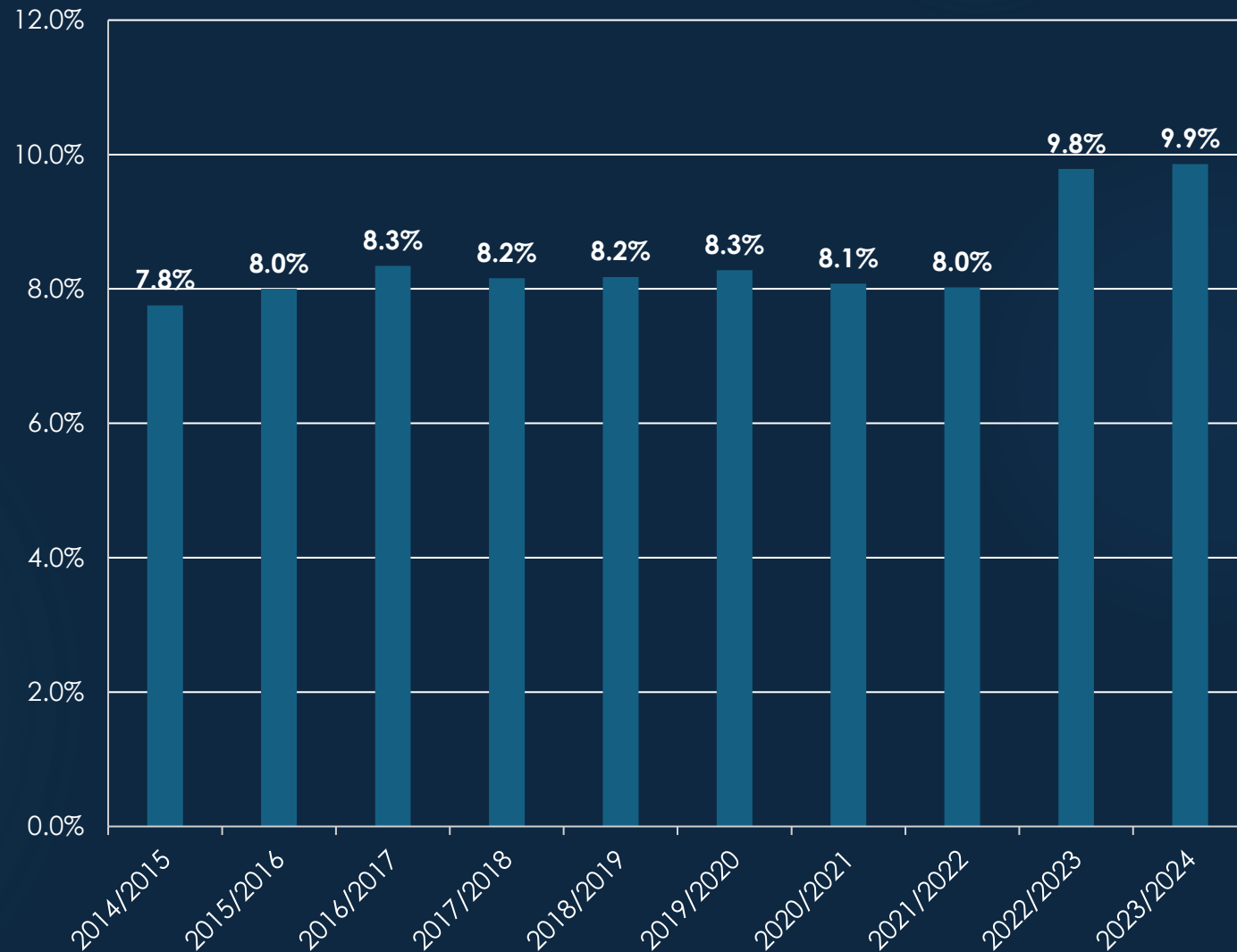
Water Sports Participation Rate - 10-Year Trend



10-Year Historical Trend Winter Sports Seasons

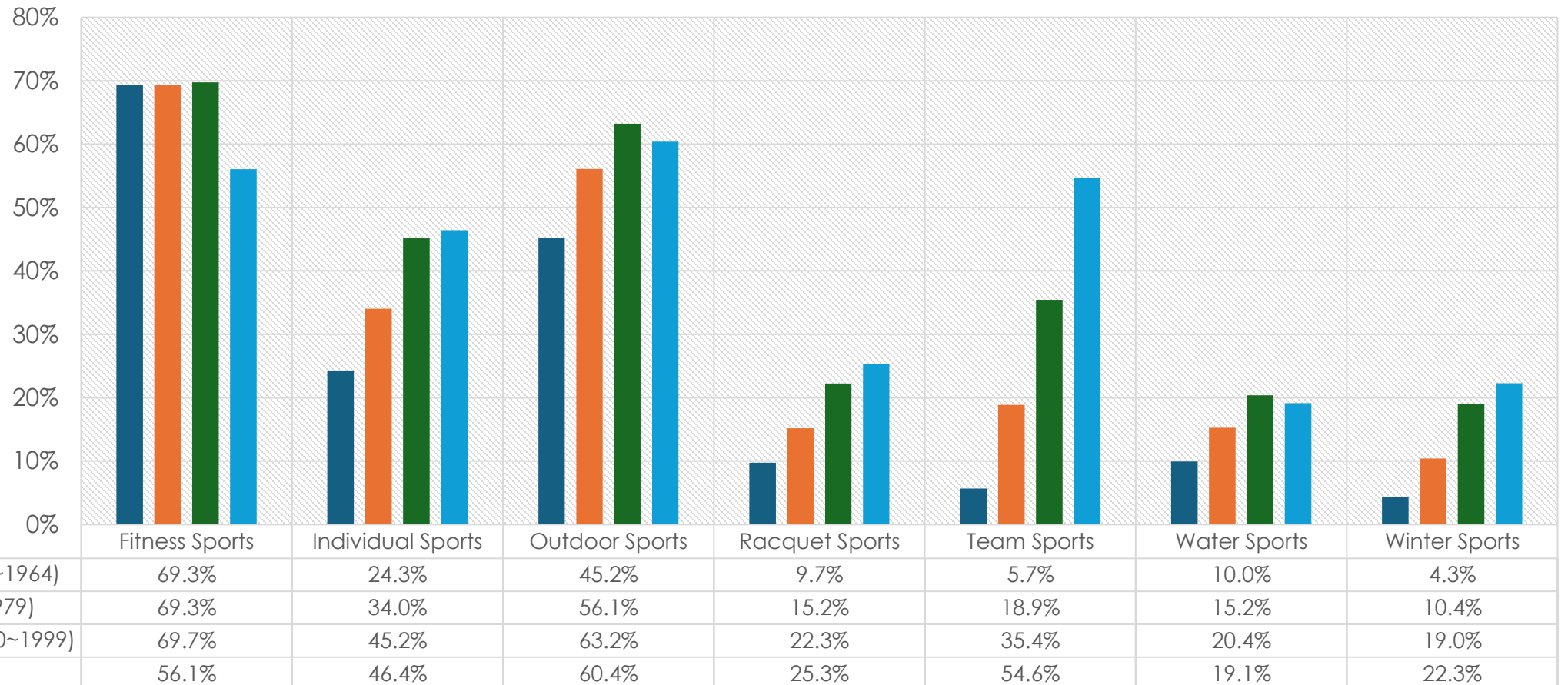
*American Population Ages 6+

Winter Sports Participation Rate - 10-Year Trend



2024 Participation by Generation

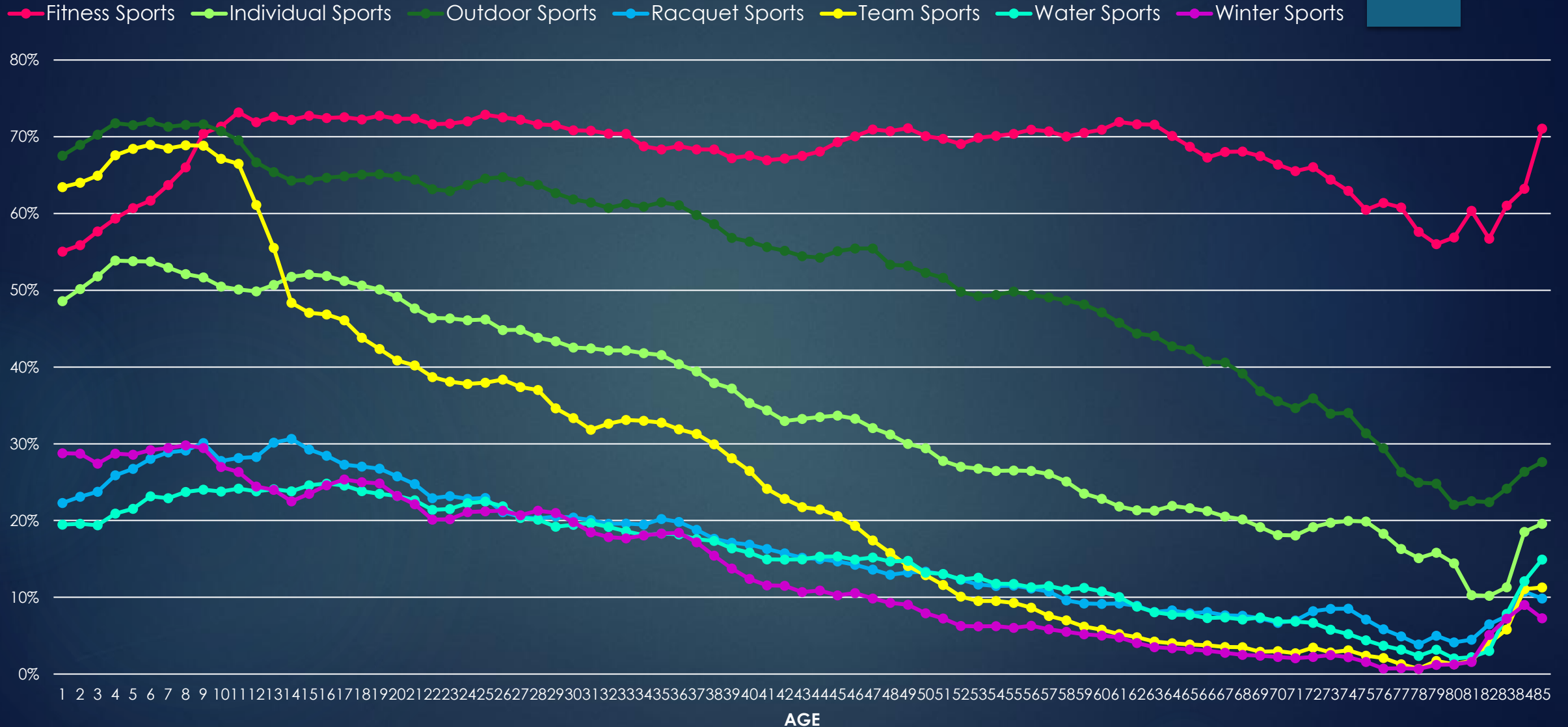
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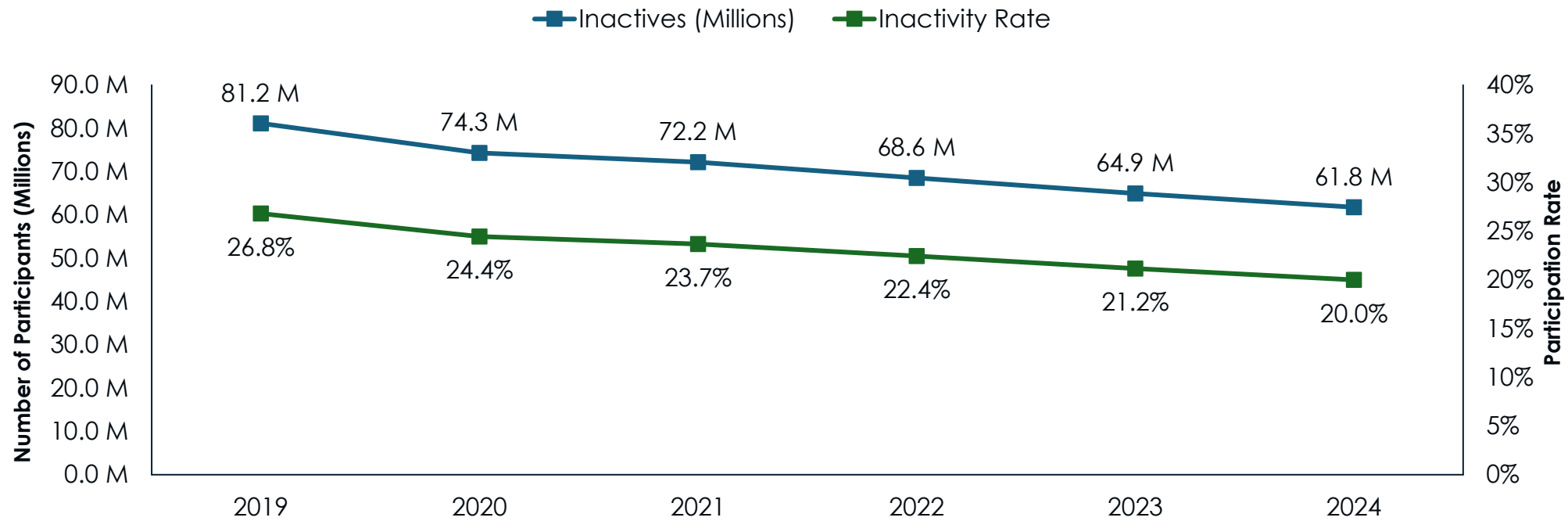
*Populations Ages 6+ who was active at least once in 12 months

2022 Age by PAC Sport Categories

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*American Population Ages 6+

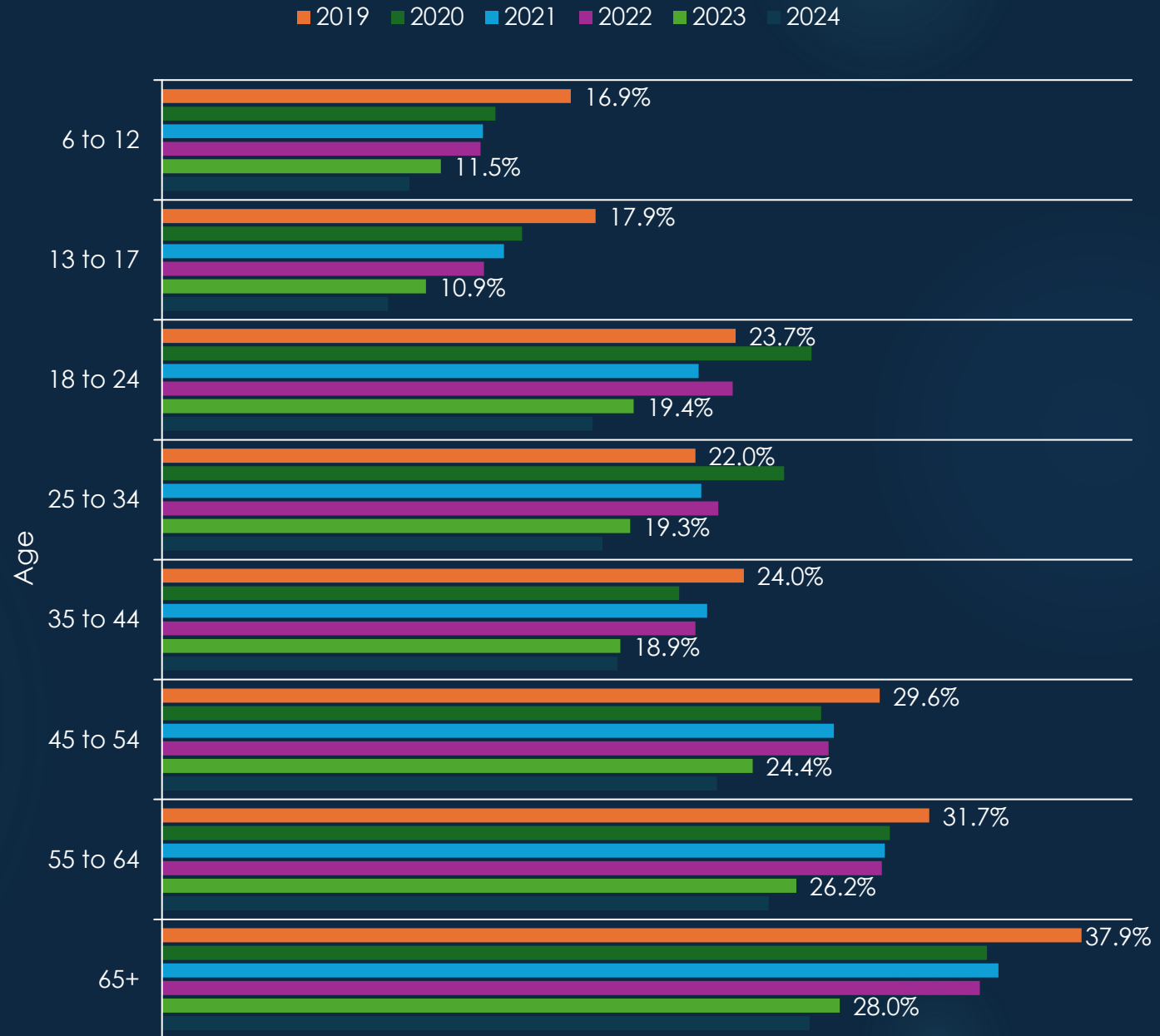


2019 - 2024 Inactive Trended

* AMERICAN POPULATION AGES 6+

2019 – 2024 Inactivity by Age

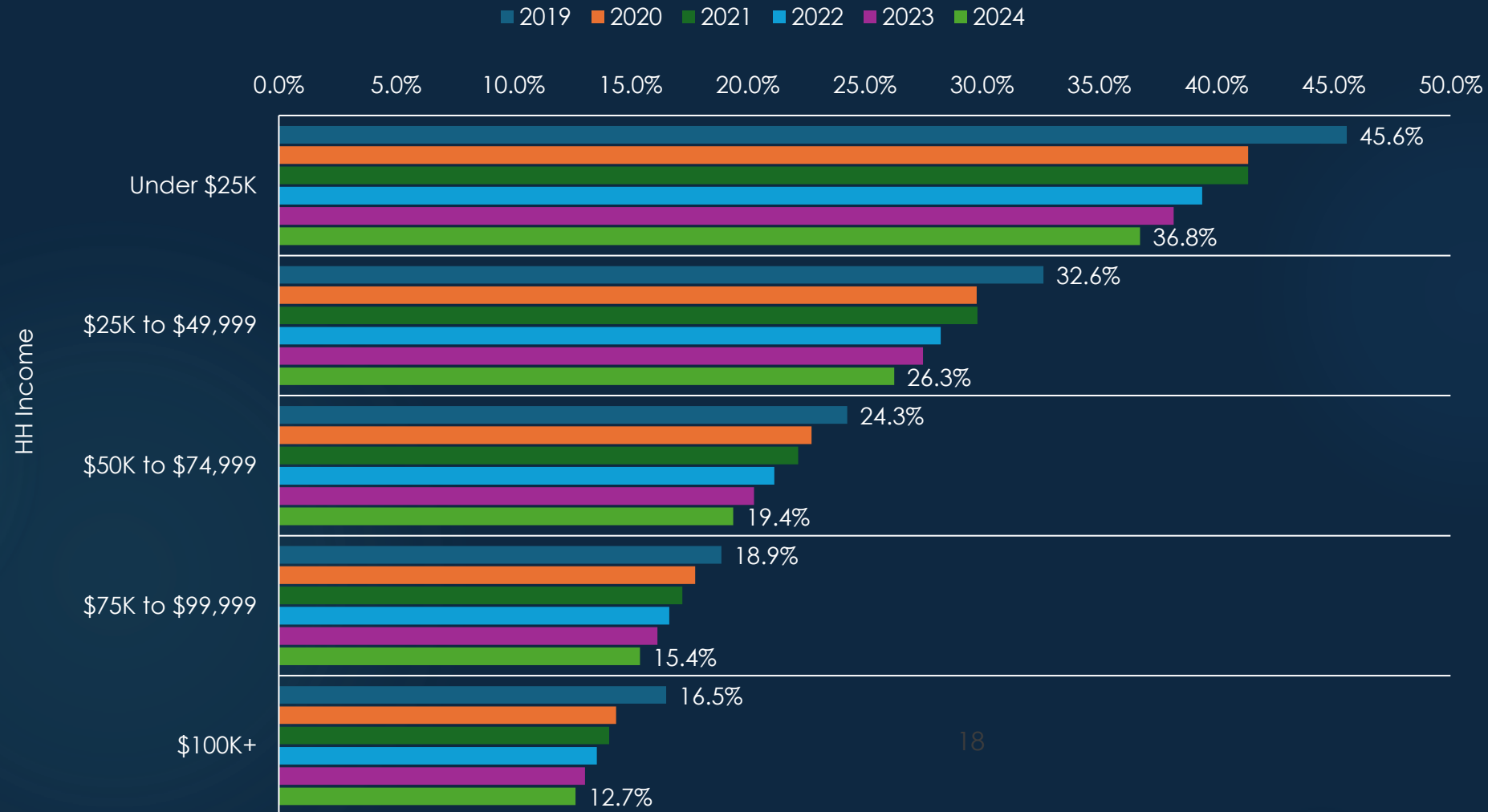
*American Population Ages 6+



2019 – 2024 Inactivity by Income

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*American Population Ages 6+

6 to 12	13 to 17	18 to 24	25 to 34
Camping	Camping	Running/Jogging	Running/Jogging
Fishing	Working out with free weights	Working out with free weights	Cardio Fitness
Running/Jogging	Swimming for Fitness	Cardio Fitness	Working out with free weights
Soccer	Working out using machines	Treadmill	Treadmill
Swimming for Fitness	Hiking	Camping	Yoga
Basketball	Fishing	Working out using machines	Working out using machines
Hiking	Bicycling	Yoga	Camping
Cheerleading	Cardio Fitness	Swimming for Fitness	Swimming for Fitness
Bicycling	Running/Jogging	Basketball	Fishing
Baseball	Basketball	Hiking	Basketball
35 to 44	45 to 54	55 to 64	65+
Camping	Camping	Camping	Fishing
Fishing	Fishing	Fishing	Cardio Fitness
Running/Jogging	Cardio Fitness	Treadmill	Treadmill
Cardio Fitness	Treadmill	Cardio Fitness	Camping
Working out with free weights	Working out with free weights	Swimming for Fitness	Working out with free weights
Treadmill	Hiking	Working out with free weights	Swimming for Fitness
Yoga	Working out using machines	Hiking	Yoga
Hiking	Yoga	Yoga	Hiking
Swimming for Fitness	Running/Jogging	Shooting	Working out using machines
Working out using machines	Swimming for Fitness	Working out using machines	Shooting

Inactive by Age: Intent to Participate in the next 12-Months

*American Population Ages 6+

Under \$25,000	\$25,000 to \$54,999	
Camping	Camping	
Fishing	Fishing	
Cardio Fitness	Cardio Fitness	
Working out with free weights	Working out with free weights	
Running/Jogging	Treadmill	
Treadmill	Swimming for Fitness	
Swimming for Fitness	Yoga	
Working out using machines	Running/Jogging	
Yoga	Working out using machines	
Hiking	Hiking	
\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000+
Camping	Fishing	Cardio Fitness
Working out with free weights	Camping	Treadmill
Cardio Fitness	Treadmill	Fishing
Treadmill	Cardio Fitness	Camping
Running/Jogging	Running/Jogging	Working out with free weights
Fishing	Swimming for Fitness	Hiking
Swimming for Fitness	Yoga	Working out using machines
Yoga	Hiking	Swimming for Fitness
Hiking	Working out using machines	Yoga
Bicycling	Shooting	Shooting

Inactive by Income: Intent to Participate in the next 12-Months

*American Population Ages 6+

List of Sports/ Activities in Grouped Categories

- ▶ Fitness Activities: Aquatic Exercise, Barre, Bodyweight Exercise & Bodyweight Accessory-Assisted Training (Calisthenics), Boot Camp Style Training, Boxing/MMA for Fitness, 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), Stretching/Mobility Training, Swimming for Fitness, Tai Chi, Treadmill, Walking for Fitness, Weight/Resistance Machines, and Yoga.
- ▶ Individual Sports: Adventure Racing, Archery, Bowling, Boxing for Competition, Disc Golf, Golf on a 9 or 18-hole Golf Course, Horseback Riding, Hunting (Bow, Handgun, Rifle, Shotgun), Ice Skating, Horseback Riding, Martial Arts, MMA for Competition, Roller Skating (2x2 Wheels, Inline Wheels), Shooting (Sport Clays, Trap/Skeet), Skateboarding, Target Shooting (Handgun, Rifle), and Triathlon (non-Traditional/Off Road, Traditional/Road).
- ▶ Outdoor Sports: Adventure Racing, Archery, Backpacking Overnight, Bicycling (BMX, Mountain/Non-Paved Surface), Birdwatching, Camping, Camping (RV), Canoeing, Climbing (Indoor, Sport/Bouldering, Traditional/Ice/Mountaineering), Cross-country/Nordic skiing, Downhill (Alpine) Skiing (Freestyle/Freestyle/Telemark), Fishing (Fly, Freshwater/Other, Saltwater), Horseback Riding, Hiking (Day), Kayaking (White Water, Sea/Touring, Recreation), Rafting, Running/Jogging, Sailing, Scuba Diving, Skateboarding, Snorkeling, Snowboarding, Snowshoeing, Stand-Up Paddling, Surfing, Trail Running, Triathlon (non-Traditional/Off Road, Traditional/Road), Wakeboarding, Wakesurfing, Walking for Fitness, Wildlife Viewing, and Winter/Snow Fat Biking.
- ▶ Racquet Sports: Badminton, Cardio Tennis, Padel, Pickleball, Racquetball, Short Court Tennis (Pop/Paddle/Platform), Squash, Table Tennis, and Tennis.
- ▶ Team Sports: Baseball, Basketball, Cheerleading, Cricket, Field Hockey, Football (Flag, Modified Games, Tackle, Touch, 7-on-7), Gymnastics, Ice Hockey, Lacrosse, Paintball, Roller Hockey, Rowing/Crew, 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, Rowing, Sailing, Scuba Diving, Snorkeling, Stand-Up Paddling, Surfing, Wakeboarding, Wakesurfing, and Water Skiing.
- ▶ Winter Sports: Cross-country/Nordic skiing, Downhill (Alpine) Skiing (Freestyle/Freestyle/Telemark), Sledding/Saucer Riding/Snow Tubing, Snowboarding, Snowshoeing, Skinning (Uphill/AT), Splitboarding (Uphill/Snowboard Touring), Winter/Snow Fat Biking, and Snowmobiling.

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 2024 participation research is a collaboration of:



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