



2023

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

Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2022 calendar year by Sports Marketing Surveys USA (SMS) A Buffalo Groupe Company. SMS designed the participation questionnaire in collaboration with the Physical Activity Council (PAC), consisting of eight sports industry associations. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

Sample Specification

During 2022, 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 2022 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 305,439,858 people aged 6 and older.

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.

Notes

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 similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

Quality Assurance – Multiple levels:

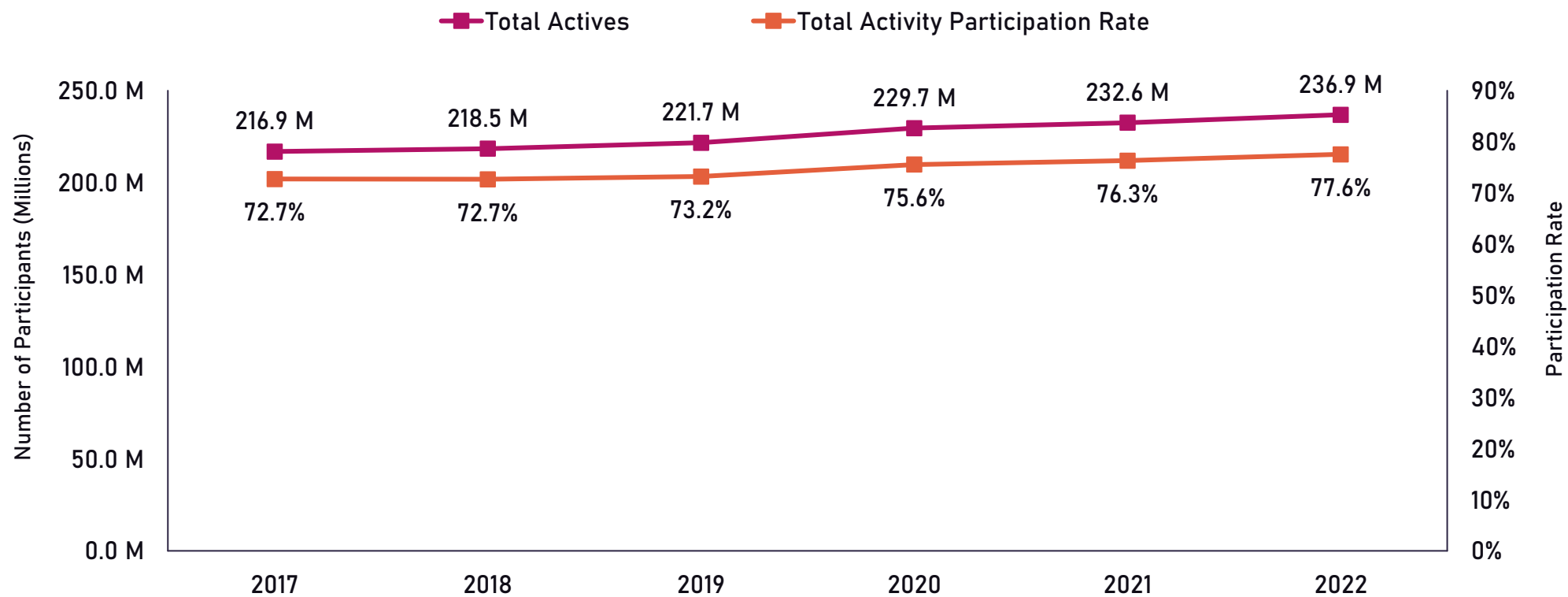
- Respondent are prevented from taking the survey again within 3 months.
- Our panel provider has a suite of technology platforms to prevent fraud
- Technical fingerprinting to eliminate duplicates
- LOI offense checking (to eliminate “speeders”)
- Pattern response checking
- Internal QA questions e.g. 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 forms the basis of the 2023 Participation Report is produced by the Physical Activity Council (PAC), which is a partnership of 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. Partners include Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA), People for Bikes, and the Sport and Fitness Industry Association (SFIA).

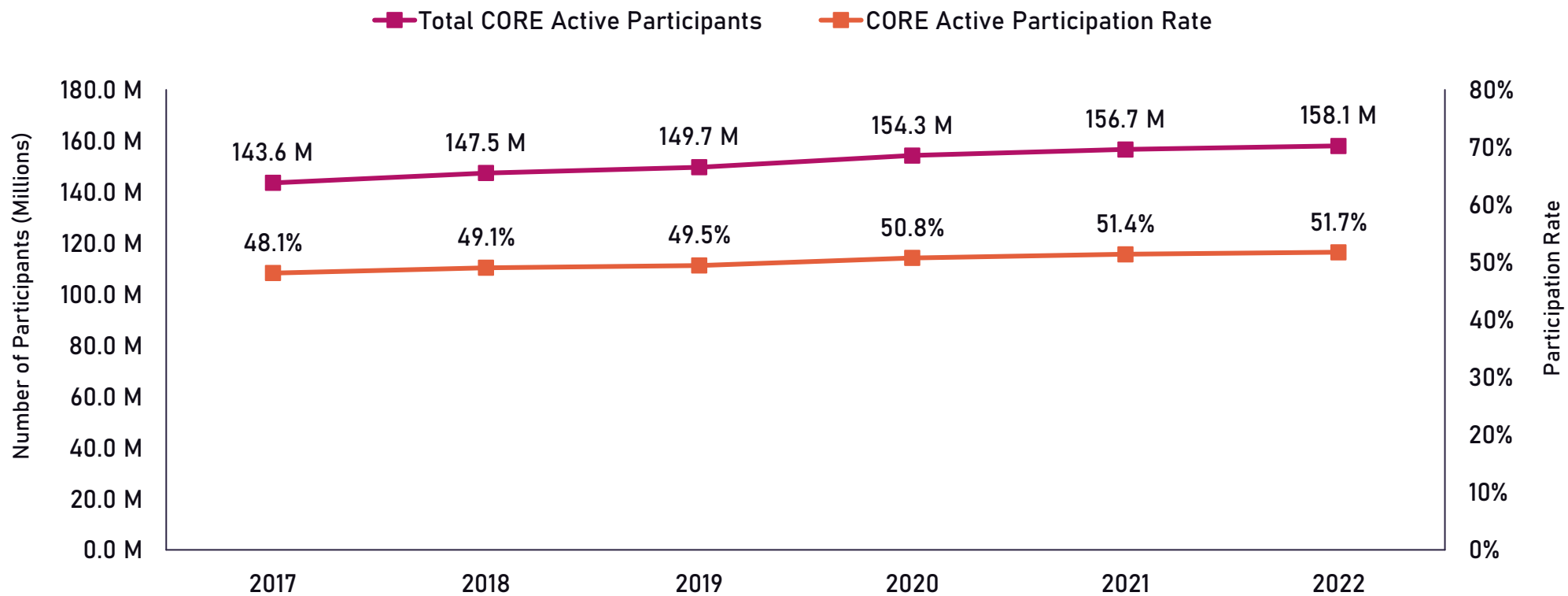
2017 - 2022 Total Active Participants Trends

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

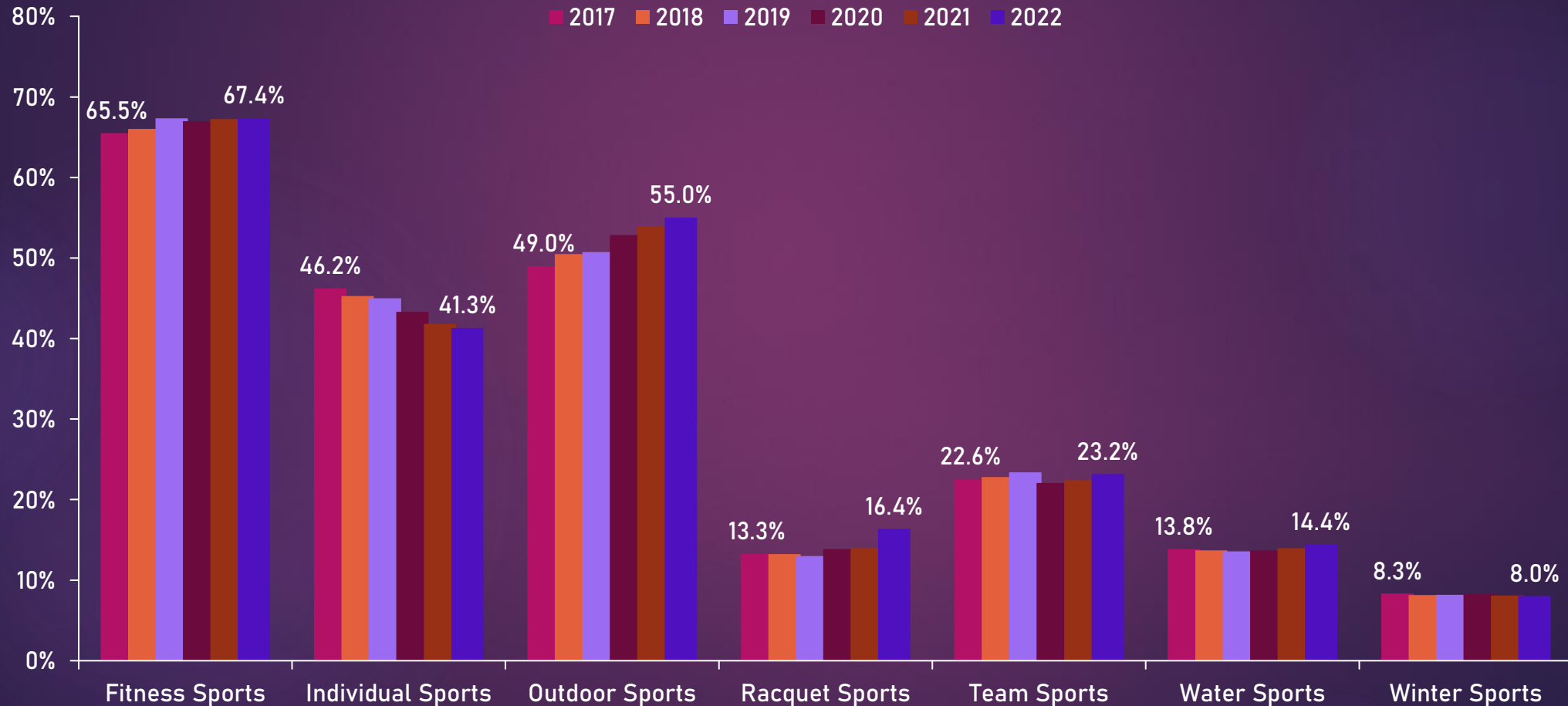


2017 - 2022 CORE Active Trends

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

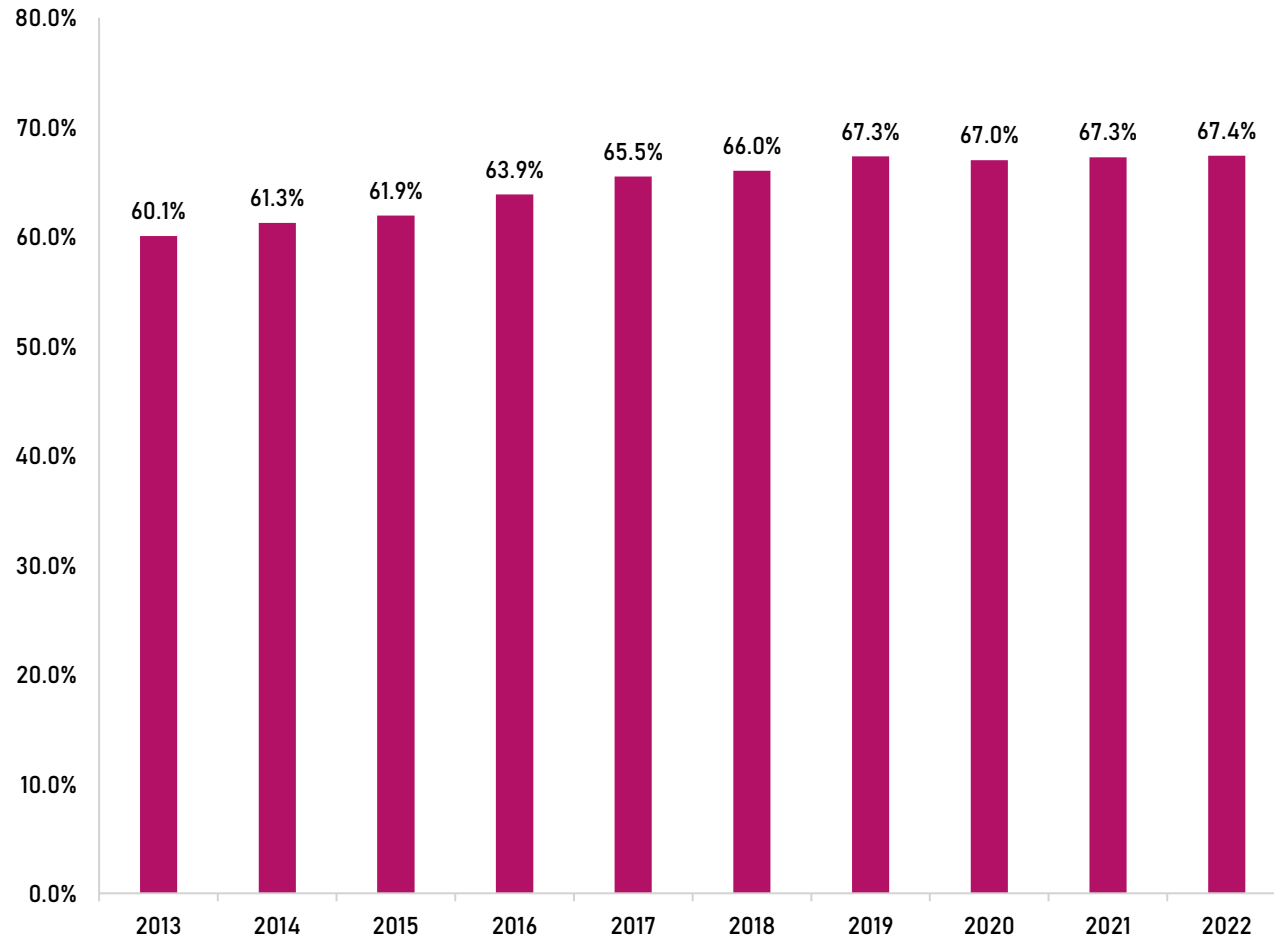


2017 - 2022 Total Participation Rates by Sports Category Trended



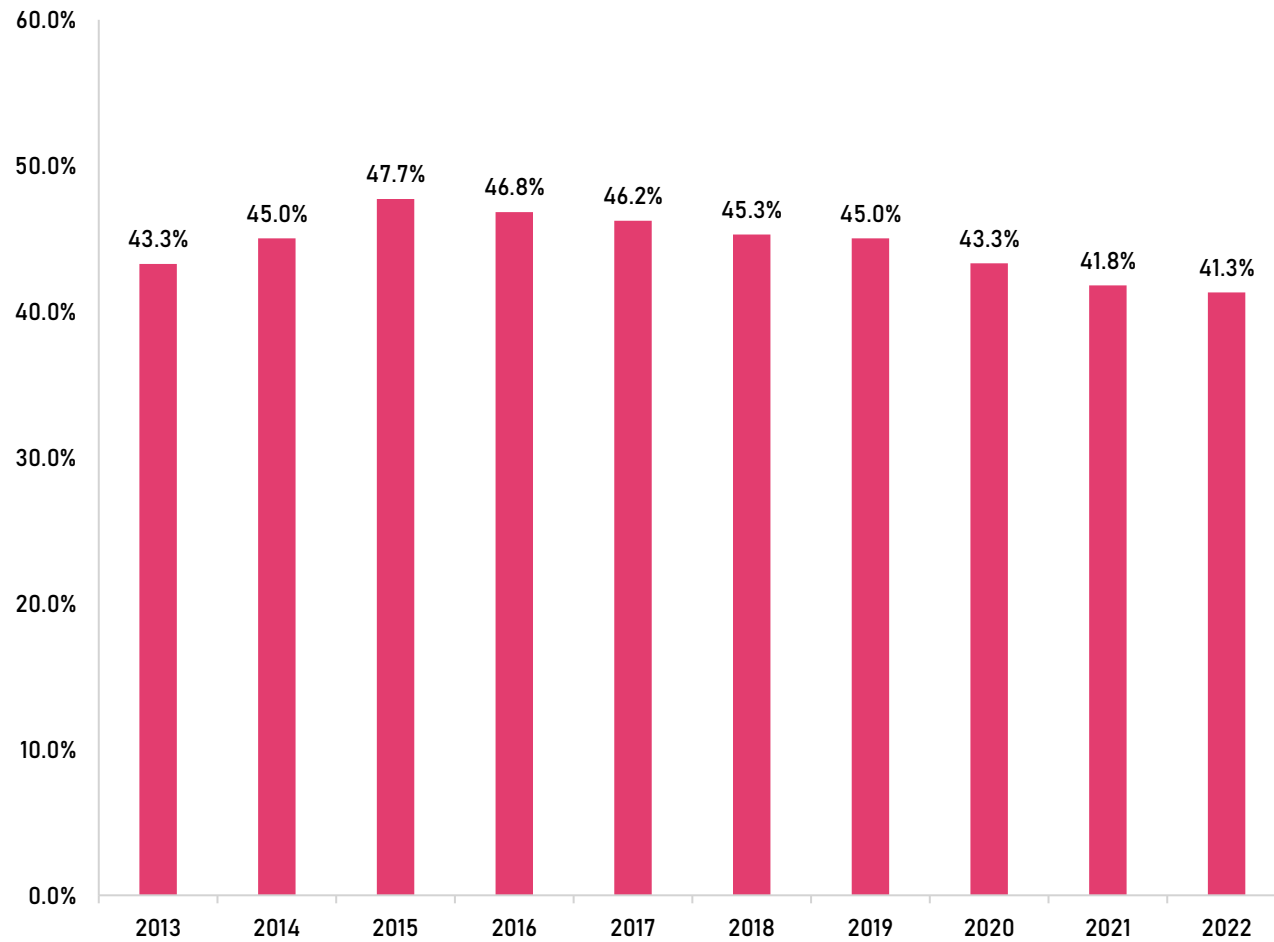
U.S. Population Ages 6+

Fitness Activities Participation Rate - 10 Year Trend



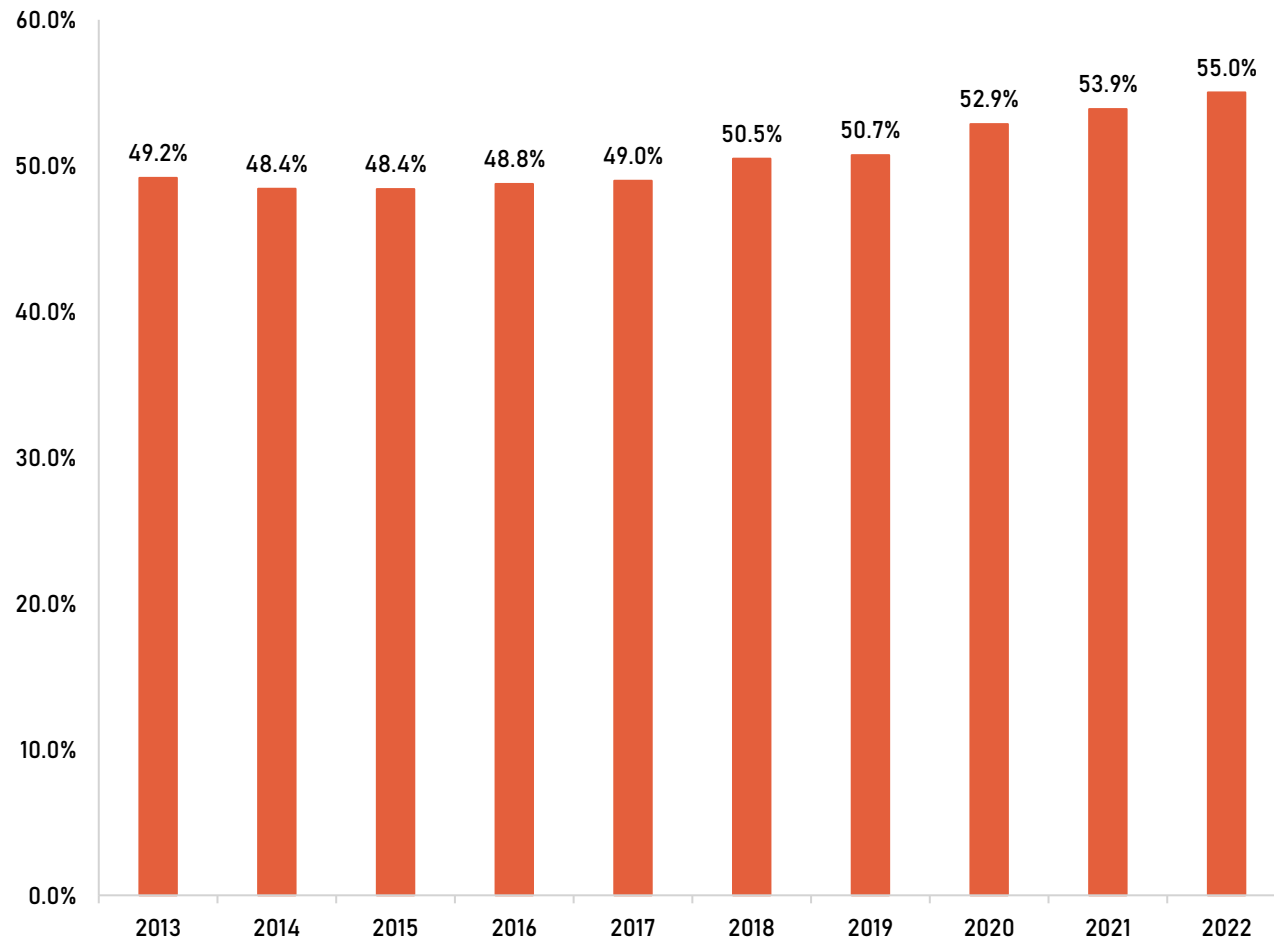
10-Year Historical Trend- Fitness Activities

Individual Sports Participation Rate - 10 Year Trend



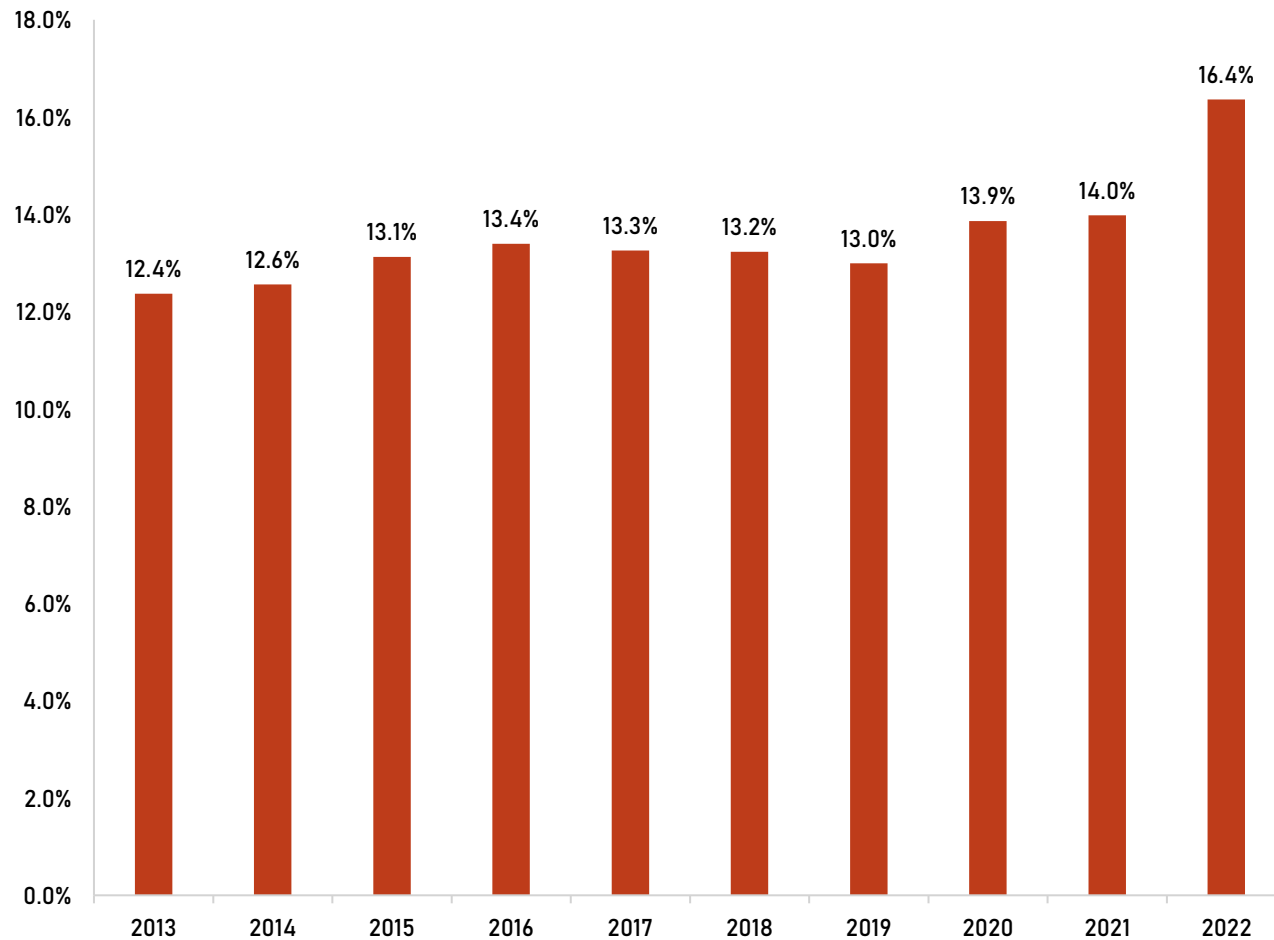
10-Year Historical Trend- Individual Sports

Outdoor Sports Participation Rate - 10 Year Trend



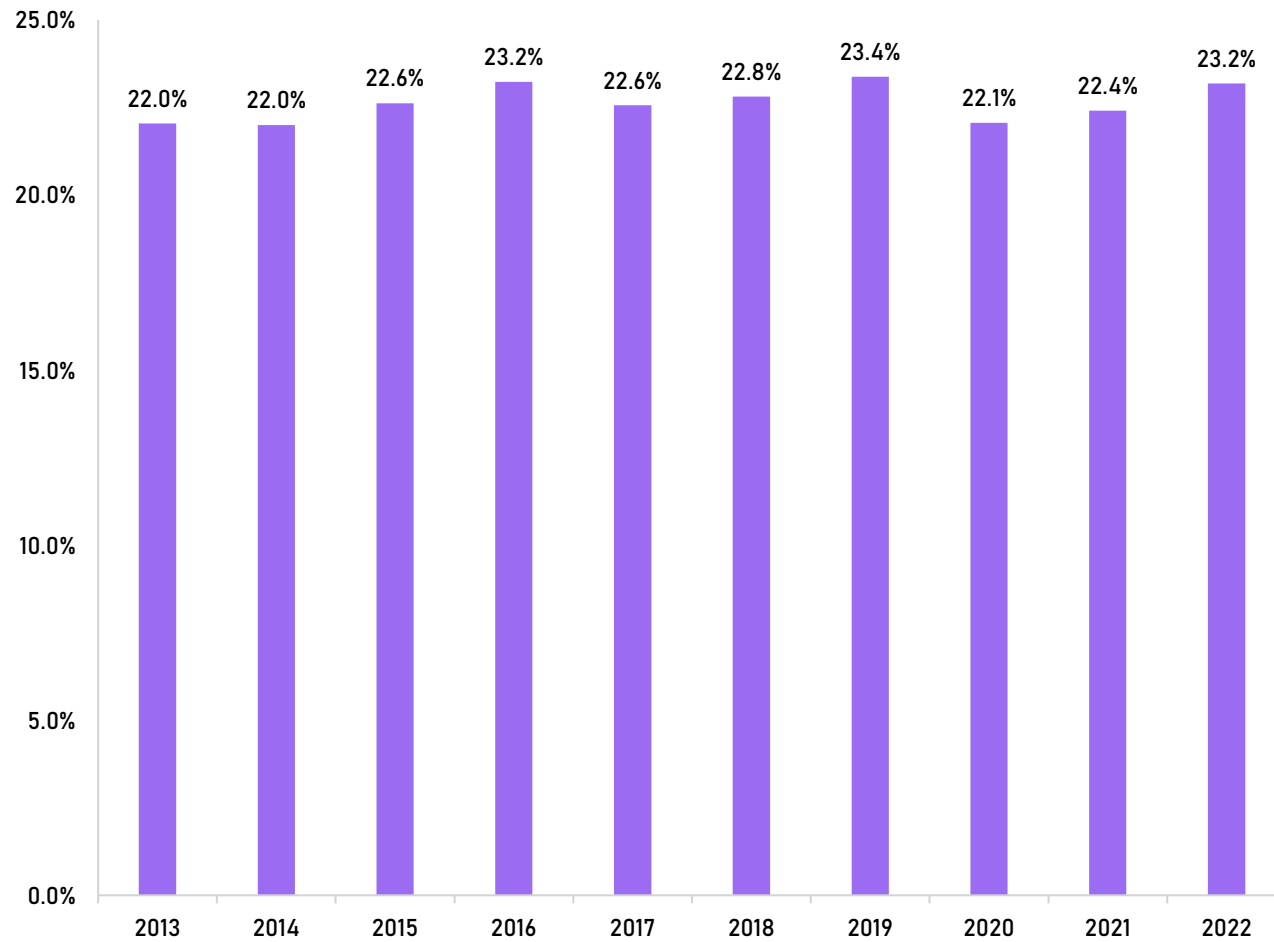
10-Year Historical Trend- Outdoor Sports

Racquet Sports Participation Rate - 10 Year Trend



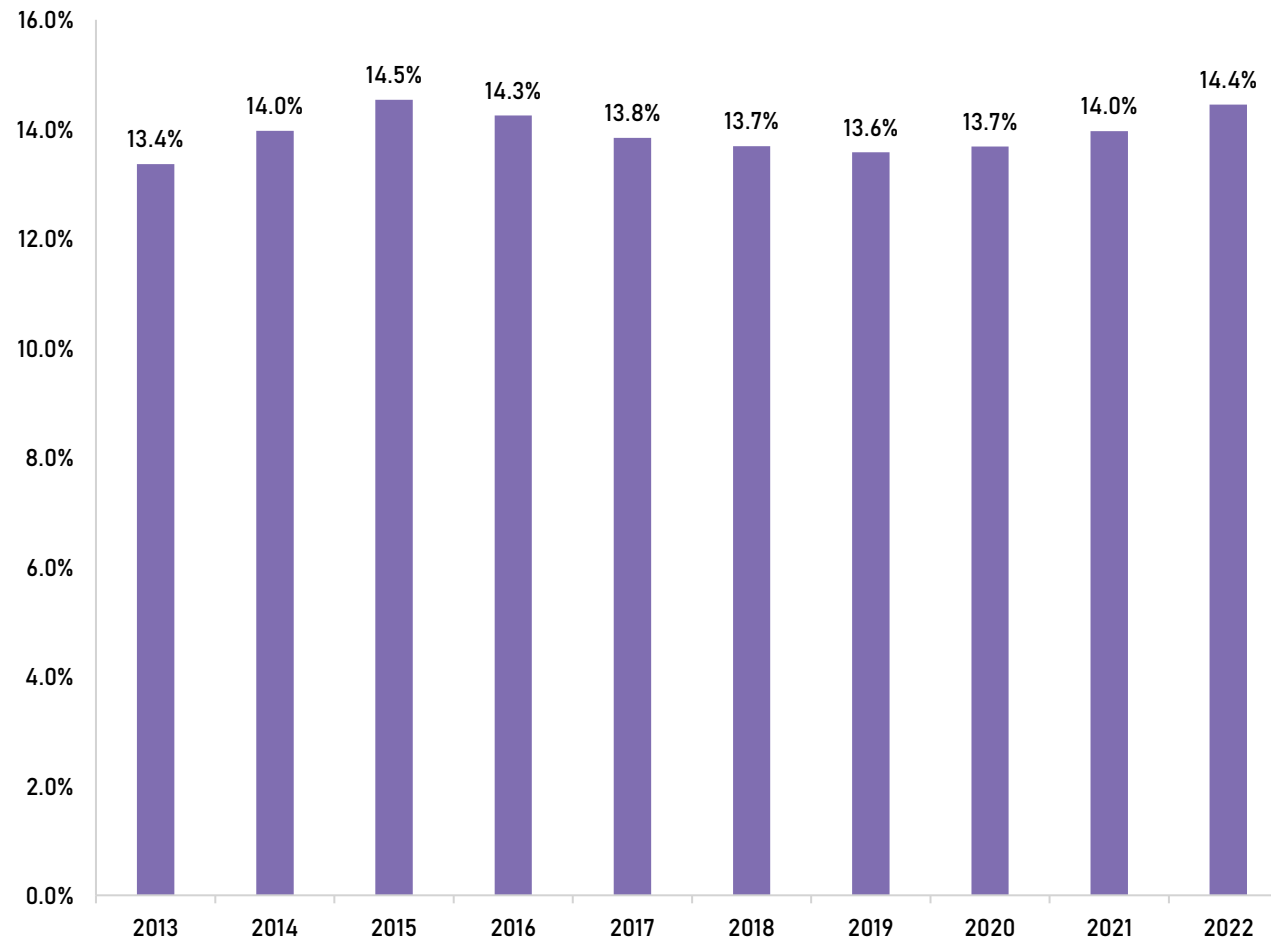
10-Year Historical Trend- Racquet Sports

Team Sports Participation Rate - 10 Year Trend



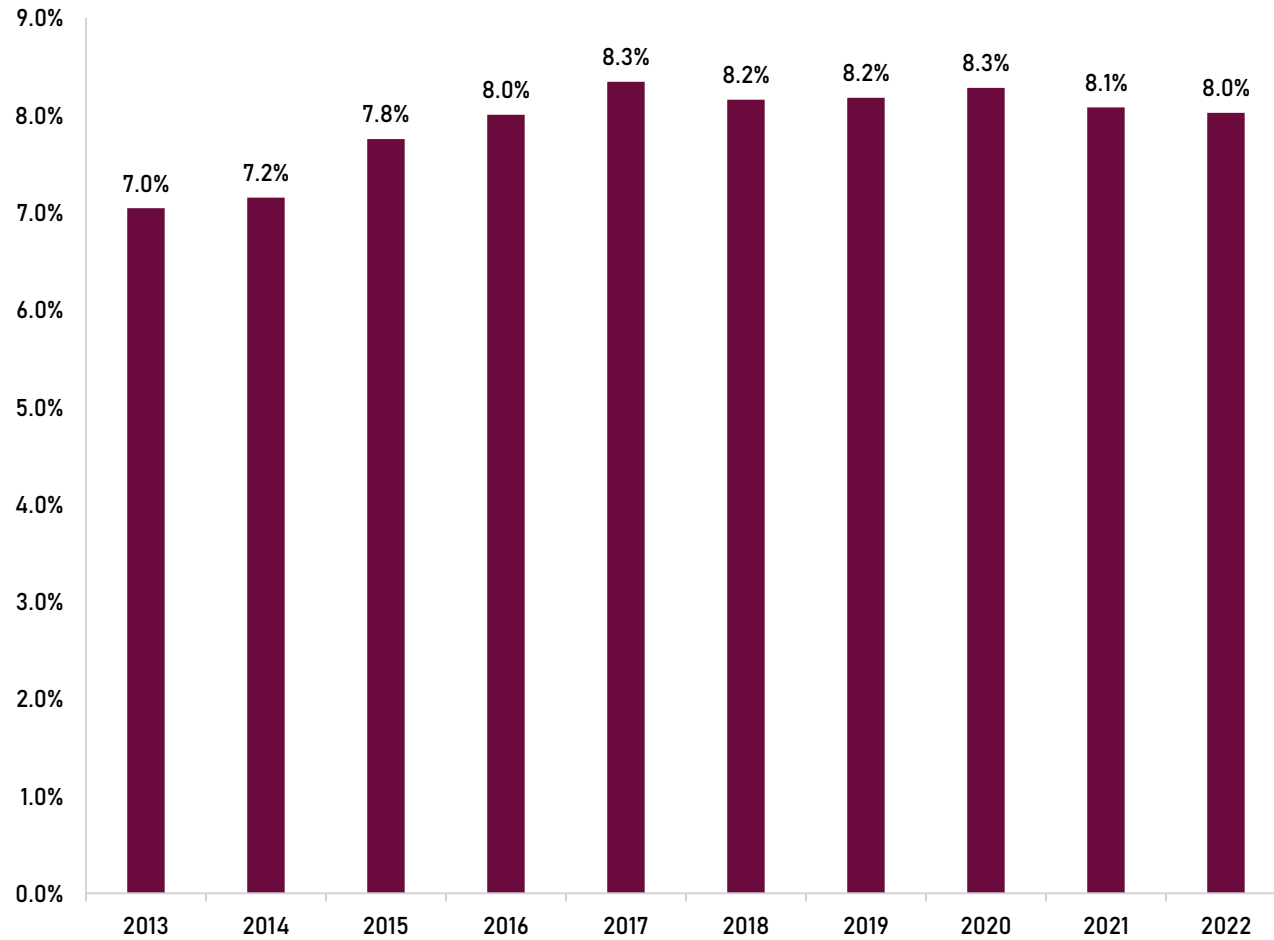
10-Year Historical Trend- Team Sports

Water Sports Participation Rate - 10 Year Trend



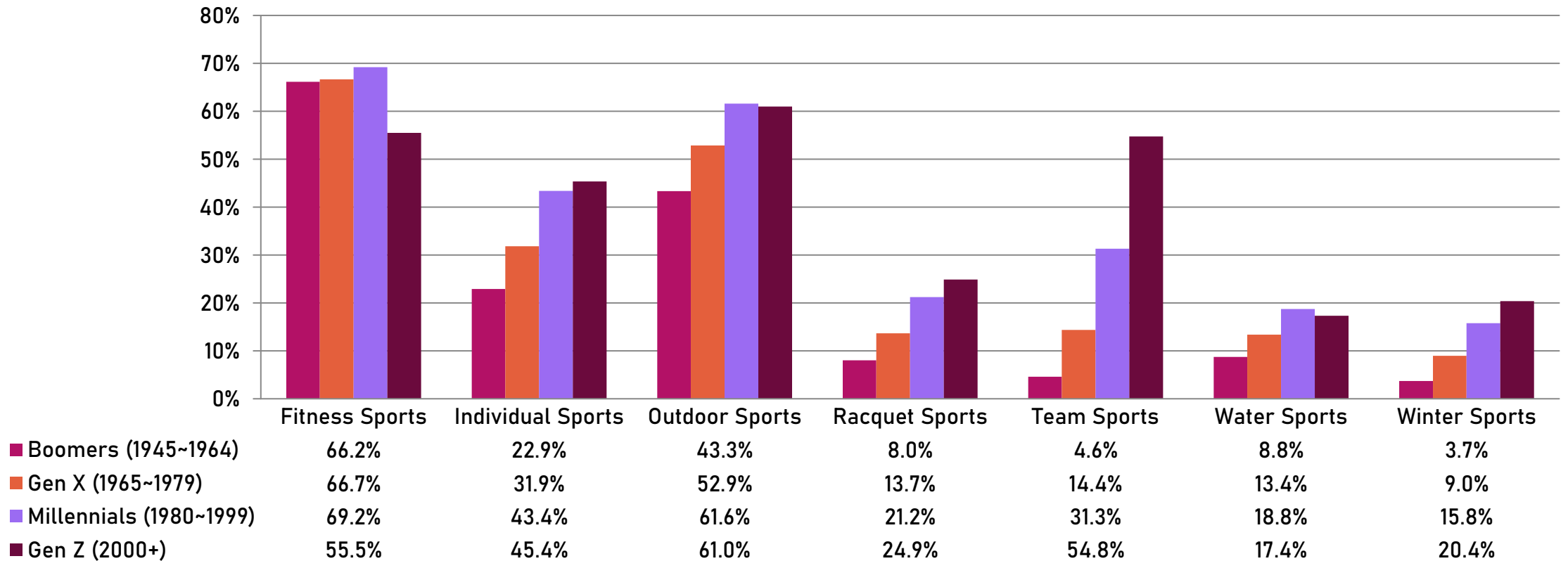
10-Year Historical Trend- Water Sports

Winter Sports Participation Rate - 10 Year Trend

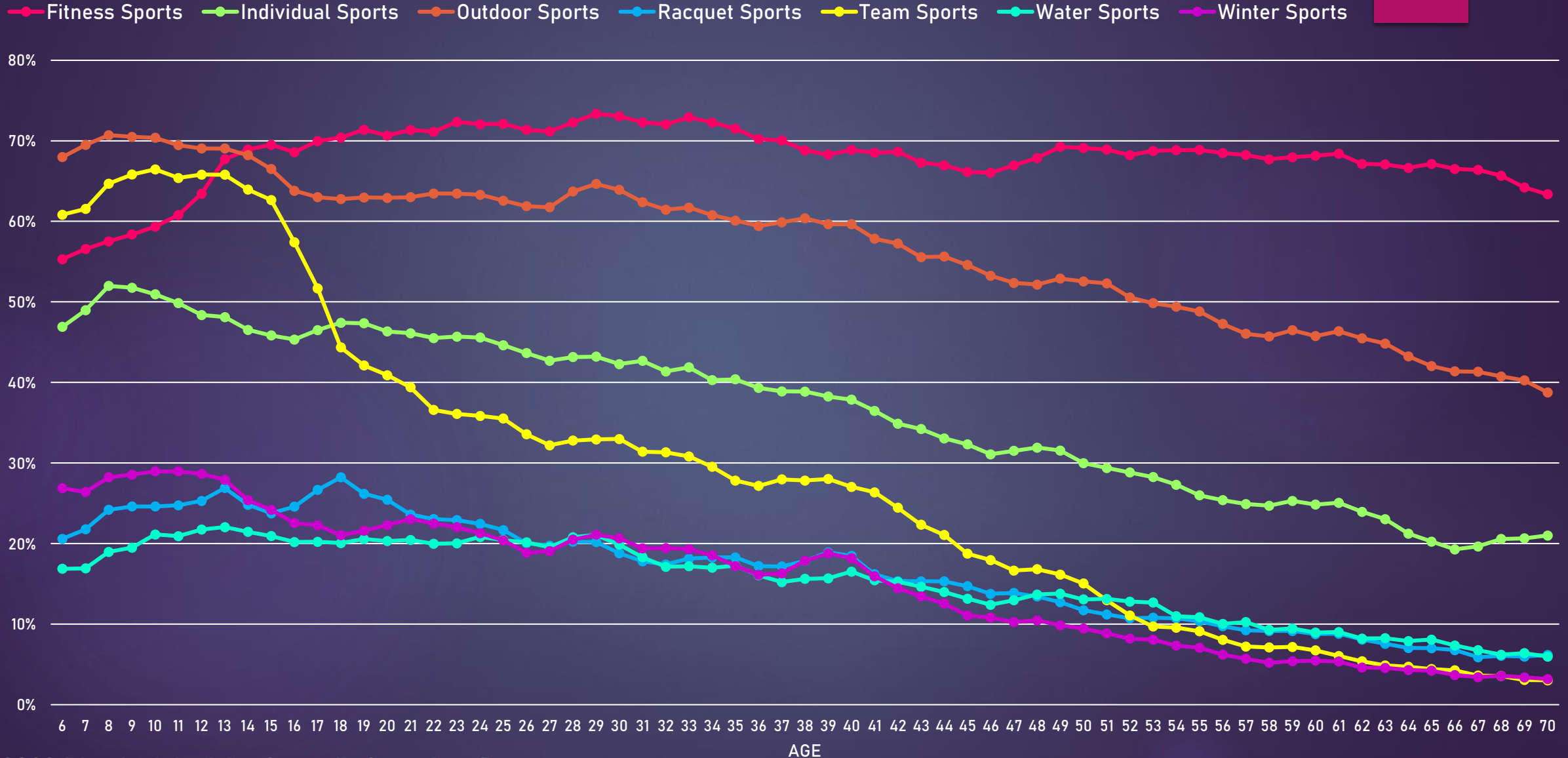


10-Year Historical Trend- Winter Sports

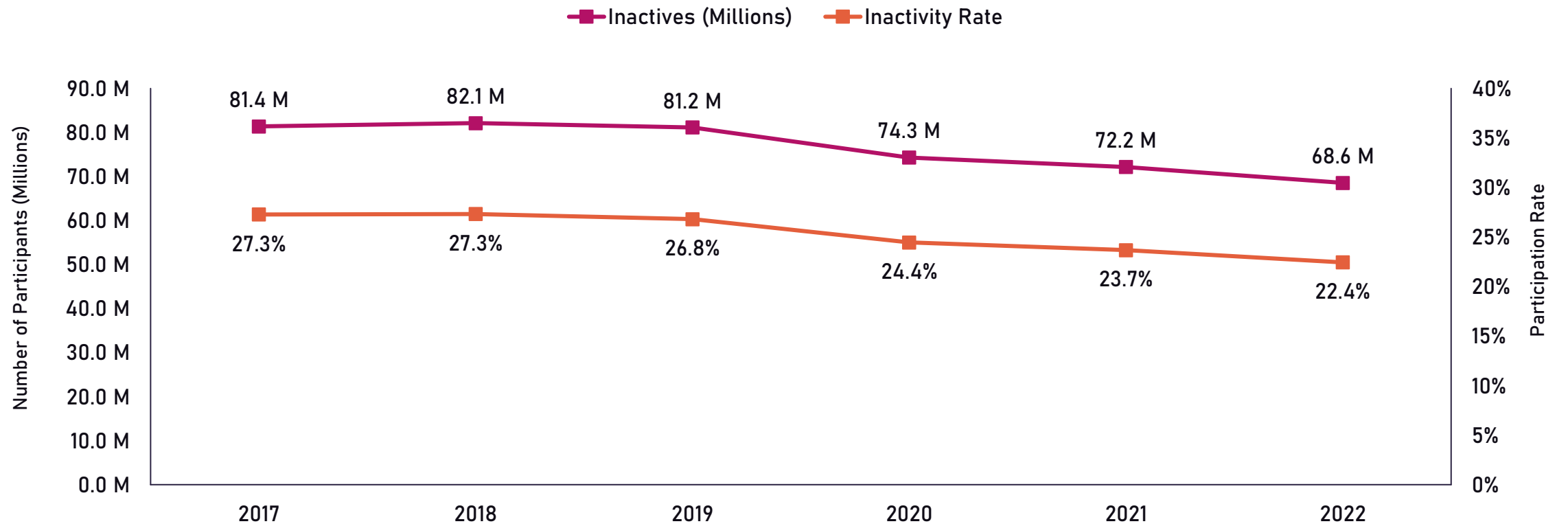
2022 Participation by Generation



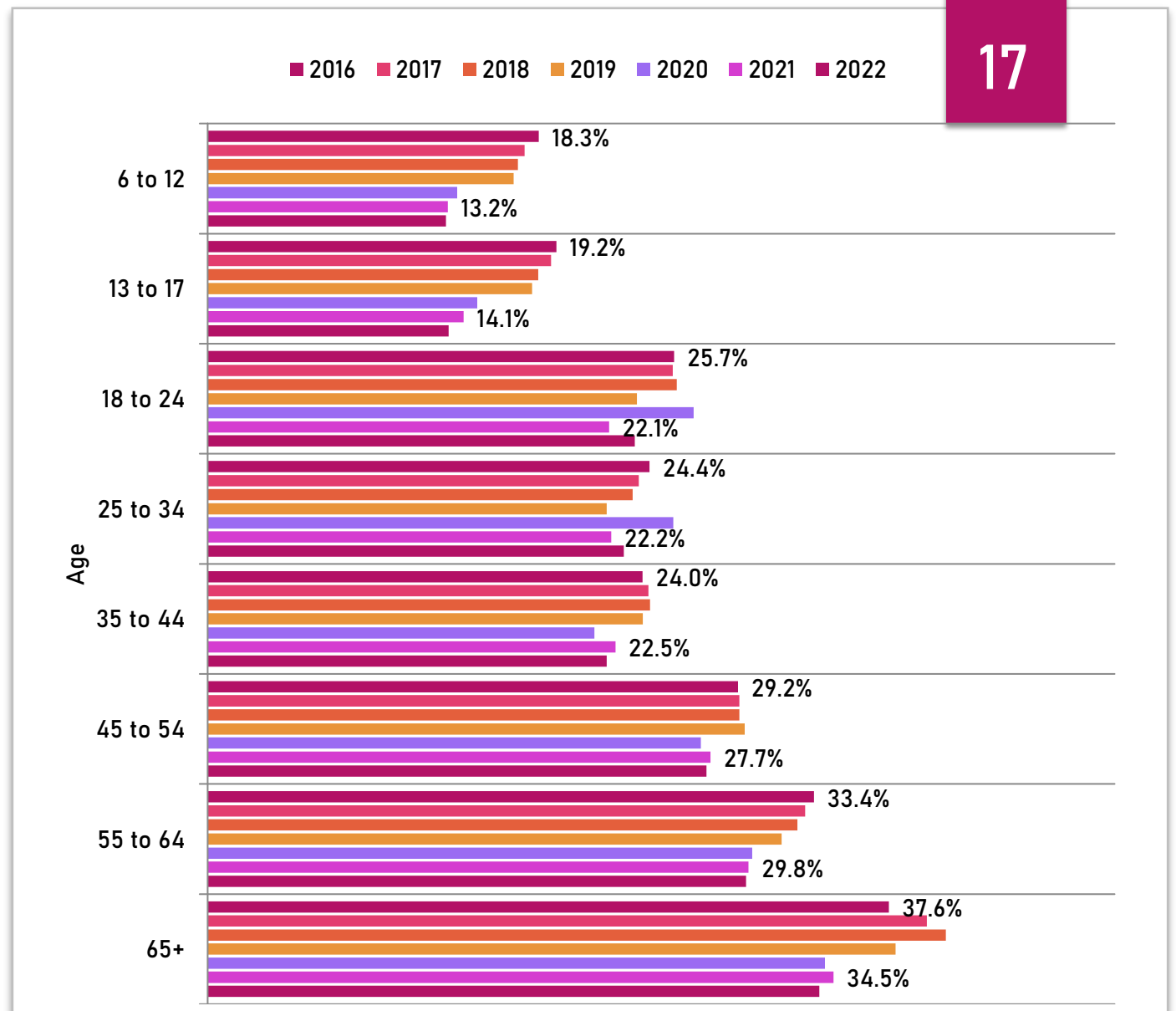
2022 Age by PAC Sport Categories



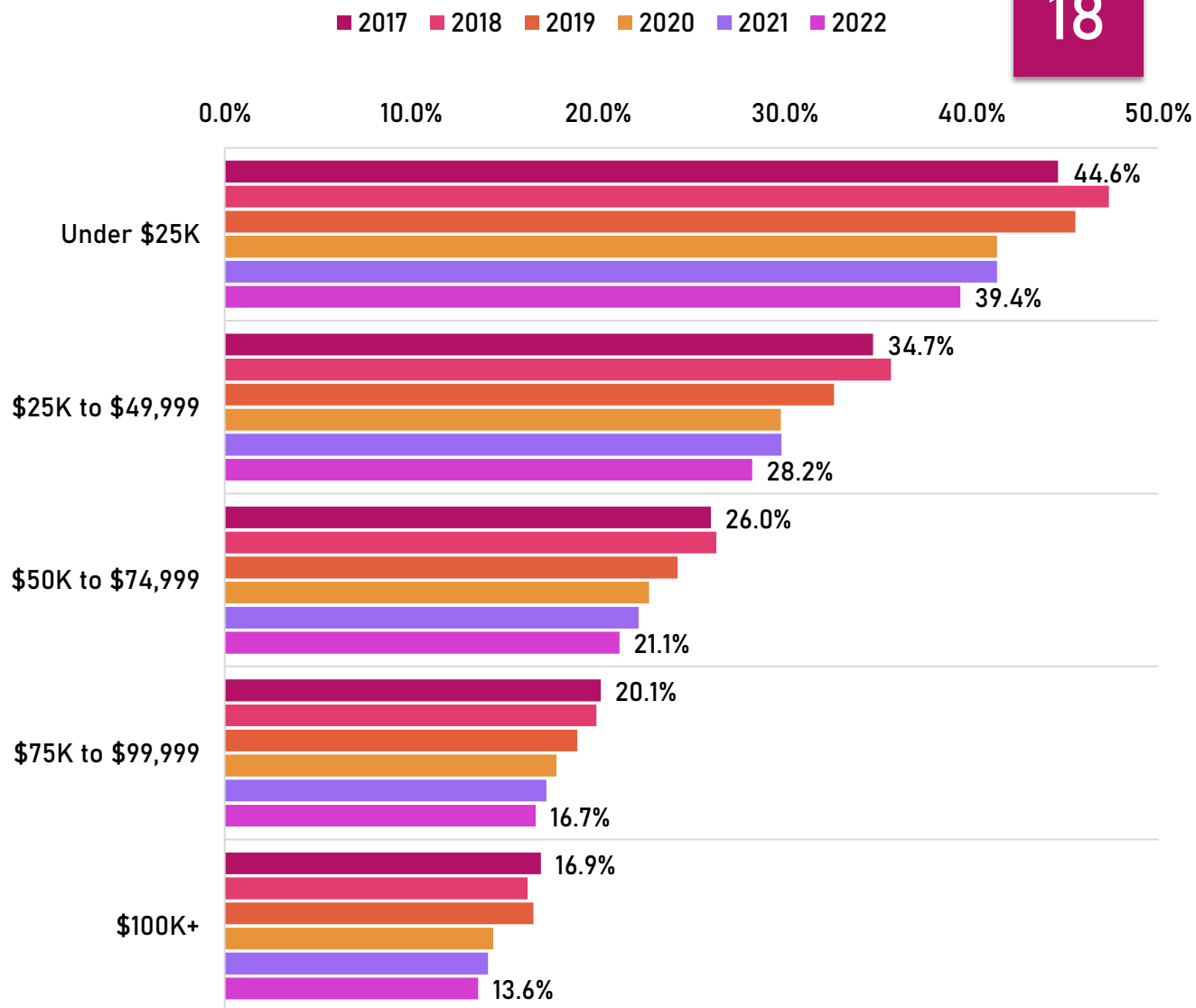
2016 – 2022 Inactivity Trends



2017 – 2022 Inactivity by Age



2017 – 2022 Inactivity by Income



U.S. Population Ages 6+

Inactive Intent to Participate in 12 Months

6-12	13-17	18-24	25-34
Fishing	Fishing	Working out with weights	Fishing
Camping	Swimming for Fitness	Running/Jogging	Camping
Soccer	Basketball	Working out using machines	Working out with weights
Running/Jogging	Running/Jogging	Cardio Fitness	Running/Jogging
Swimming for Fitness	Martial Arts	Yoga	Cardio Fitness
Hunting	Working out with weights	Basketball	Yoga
Sledding	Camping	Hiking	Hiking
Shooting	Cardio Fitness	Shooting	Working out using machines
Baseball	Soccer	Camping	Basketball
7-on-7 Football	Hunting	Volleyball	Shooting
35-44	45-54	55-64	65+
Fishing	Fishing	Fishing	Fishing
Camping	Camping	Shooting	Camping
Working out with weights	Cardio Fitness	Camping	Cardio Fitness
Cardio Fitness	Working out using machines	Working out with weights	Swimming for Fitness
Working out using machines	Working out with weights	Swimming for Fitness	Working out using machines
Yoga	Hiking	Hunting	Working out with weights
Running/Jogging	Shooting	Working out using machines	Shooting
Swimming for Fitness	Swimming for Fitness	Hiking	Yoga
Shooting	Yoga	Cardio Fitness	Hunting
Hiking	Hunting	Running/Jogging	Hiking

Inactive Intent to Participate in 12 Months

Under \$25,000
Fishing
Camping
Working out with weights
Running/Jogging
Cardio Fitness
Shooting
Basketball
Hiking
Yoga
Hunting

\$25,000 to \$49,999
Fishing
Camping
Working out with weights
Working out using machines
Cardio Fitness
Running/Jogging
Hiking
Swimming for Fitness
Shooting
Hunting

\$50,000 to \$74,999
Fishing
Camping
Cardio Fitness
Working out using machines
Working out with weights
Running/Jogging
Hiking
Swimming for Fitness
Yoga
Shooting

\$75,000 to \$99,999
Fishing
Camping
Running/Jogging
Swimming for Fitness
Hunting
Working out with weights
Hiking
Working out using machines
Cardio Fitness
Yoga

\$100,000+
Cardio Fitness
Fishing
Working out with weights
Working out using machines
Camping
Hiking
Yoga
Running/Jogging
Swimming for Fitness
Tennis

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.

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 2023 participation research is a collaboration of:



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