

The Sporting Goods Manufacturers Association

**Sports, Fitness & Recreational Activities
Topline Participation Report
2011**



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The Sporting Goods Manufacturers Association (SGMA), the #1 source for sport and fitness research, is the leading global trade association of manufacturers, retailers, and marketers in the sports products industry. SGMA helps lead the sports and fitness industries by fostering participation through research, thought leadership, product promotion, and public policy. More information about SGMA membership and SGMA's National Health Through Fitness Day can be found at www.SGMA.com

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1 METHOD

This Overview Report is produced by a partnership of seven of the major governing bodies and trade associations in U.S. sports and leisure. Each partner produces more detailed reports on their specific areas of interest but this Overview Report summarizes “topline” data about levels of activity. The overall aim of this report is to establish levels of activity and identify key trends in sports, fitness and recreation participation in the U.S. For more detailed results, please contact the relevant partner, listed below.

During January 2011/early February 2011 a total of 38,742 online interviews were carried out with a nationwide sample of individuals and households from the U.S. Online Panel operated by Synovate. A total of 15,086 individual and 23,656 household surveys were completed. The total panel has over 1 million members and is maintained to be representative of the U.S. population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total U.S. population ages 6 and above. The following variables were used: gender, age, income, household size, region, and population density. The total population figure used was 283,743,000 people aged 6 and above.

The 2011 participation survey sample size of 38,742 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 5% has a confidence interval of plus or minus 0.21 percentage points at the 95% confidence level. This translates to plus or minus 4% of participants.

The Physical Activity Council is made up of the following industry leading organizations:

- **GOLF:** The National Golf Foundation, (NGF)
- **SNOWSPORTS:** The Snowsports Industries America, (SIA)
- **OUTDOOR :** The Outdoor Foundation, (OF)
- **TENNIS:** The Tennis Industry Association, (TIA)
- **CLUB/INSTITUTIONAL FITNESS:** International Health, Raquet and Sportsclub Association, (IHRSA)
- **TEAM SPORTS / INDIVIDUAL SPORTS / GENERAL FITNESS / WATERSPORTS:** The Sporting Goods Manufacturers Association, (SGMA)



2 OVERVIEW AND INSIGHT FROM THE PAC REPORT

This year's PAC report for sports and recreational activities really tells a tale of 3 separate stories. In the wake of the poor economic conditions that have been front and center for the past 2 years here in the U.S. many of the sports and activities are experiencing a slow comeback with respect to participation volume and trends. Other activities that were flying high over this period have cooled off as trends move in their typically cyclical patterns. Third, there are a number of sports and activities that have found their footing and are soaring in terms of their general interest and participation.

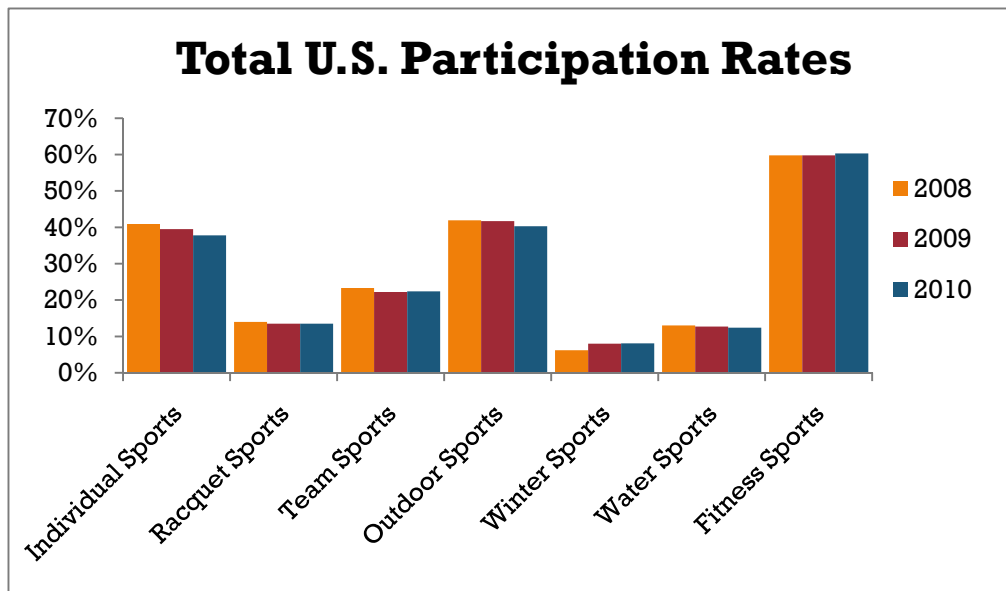
This year's report will also analyze "aspirational activities" for the first time. What is most notable about this is that 5 of the Top 10 "aspirational activities" are fitness oriented with 3 of the remaining 10 coming from the outdoor categories. This means that while many want to get started with their fitness goals, they just don't know how to get started. These aspirations are backed up by the fact that consumers plan to spend more money this year in 4 of the 6 categories that we look at with respect to consumer spending habits for sports participation, fitness and related fees. In 2011 many consumers appear to want to put their money where their heart is and get back out there and get off the sidelines. While it is clear that consumers want to get out there, what they plan to do and how they plan to do it appears to be taking on a new trend and pattern.

In summary, we feel very optimistic based on a variety of factors that are measured in this year's PAC study.

- Increased participation among a number of key sports and activities
- An expressed desire to increase the amount of travel done for participation in favorite sports and recreational activities
- "Aspirational activities" show a desire and demand to participate in the coming year
- An expressed desire to participate in favorite sports and recreational activities however, spending habits will change as result of the economic conditions
- Niche sports continue to find new participants and look to continue their growth trends
- Growth and development of the Generation Y consumer base

3 PARTICIPATION TRENDS

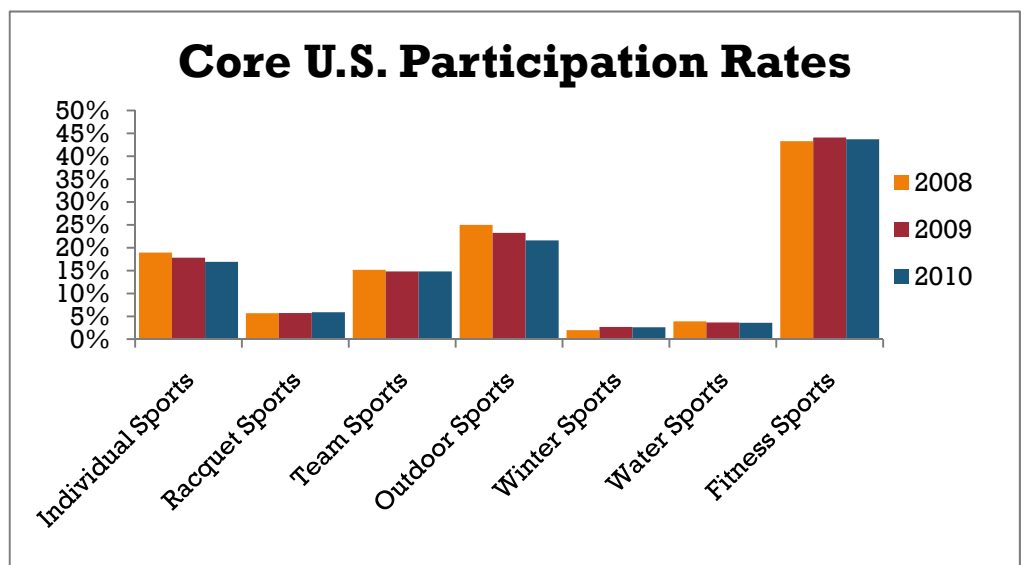
The overall participation trends for sports, fitness and related activity participation shows a slowing of the downward trends that were previously reported in the past 2 years. While not back to the participation levels from 2008, the data being reported shows that a vast majority of Americans are getting off the sidelines and back out on the court, gym and fields of play.



The chart to the left shows a 3-year trend in participation by groupings of activities.

This chart also reflects “all” participation levels for the specific grouping.

The chart on the right reflects participation levels among the groupings based on the “core” level of participation. “Core” participation is defined as those people that participate on a regular and frequent basis. This can better be defined by looking at the Topline Participation reports that are available via the member associations.

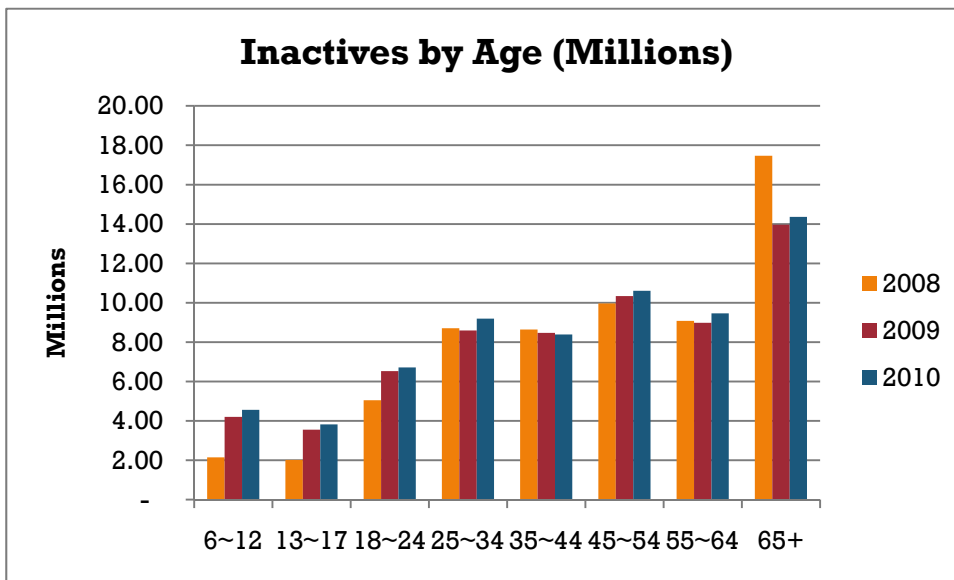
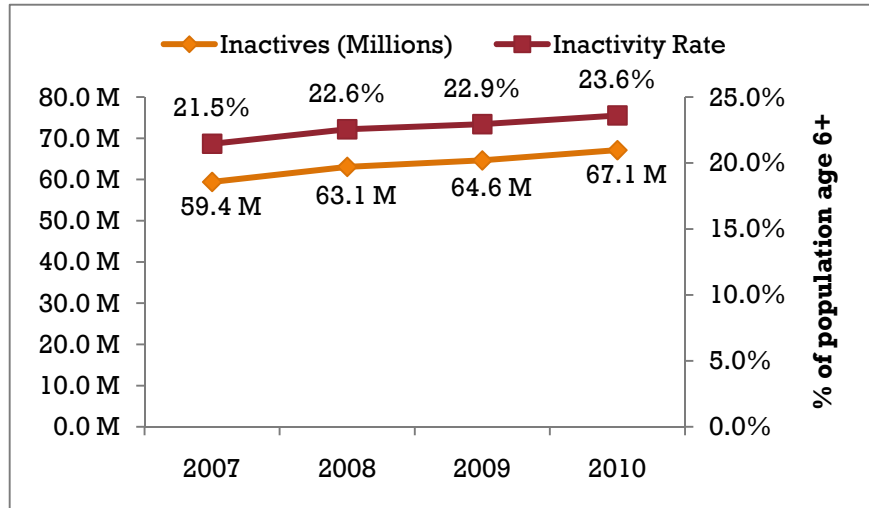


4 ADDITIONAL FINDINGS

This section examines some of the influencing factors when it comes to participation trends.

Overall Activity Levels

- The PAC survey measures participation in 119 sports, fitness and recreational activities. 76% of Americans, ages 6 and over, took part in at least one activity (216.6 million people). This leaves 67.1 Million people who are inactive according to even this broadest definition of activity.
- Inactivity rates, even using this broadest definition of activity, have increased over the last three years.

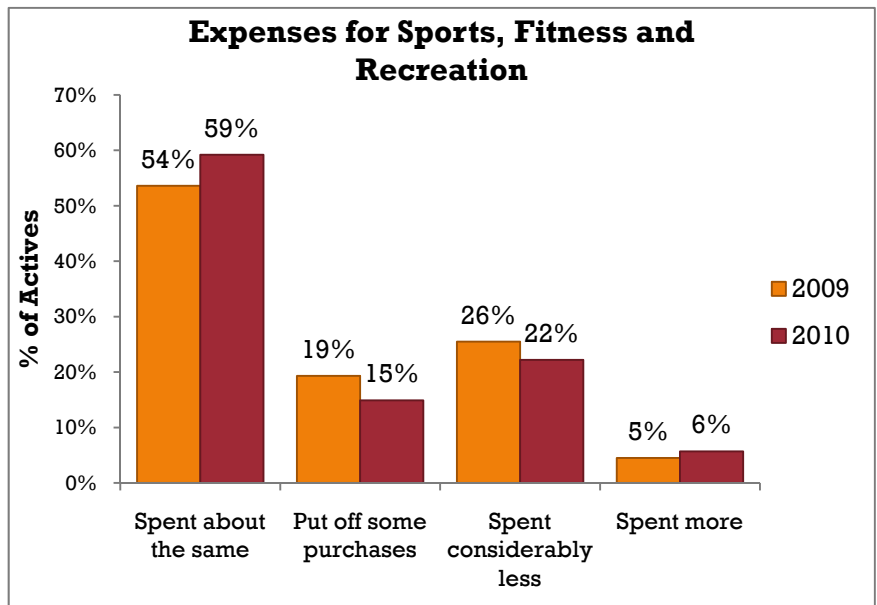


36% of all inactives are under the age of 34. In the case of this chart, the smaller bar represents the positive. So if we look at the 6-12's and the 7-13's, in both cases we see that the number of inactives in those two youngest age groups have grown from 2008 to 2010. There are now over 4 million inactives just between the ages of

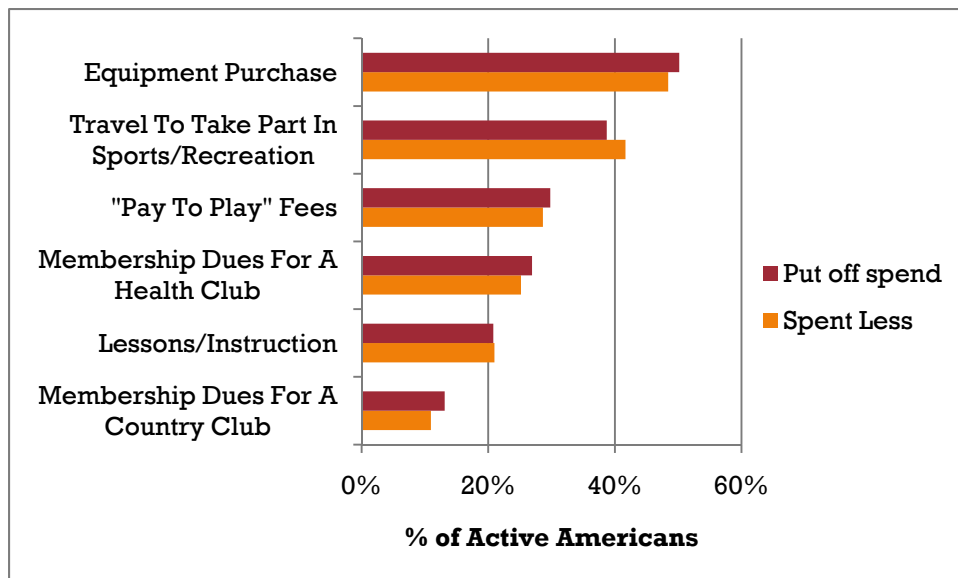
6 and 12. Given all of the publicity we just can't seem to get younger people more active. The one bright spot is that while the number of inactive young people is up, the increasing trend shows signs of slowing down!

Overall Impact of the Economy

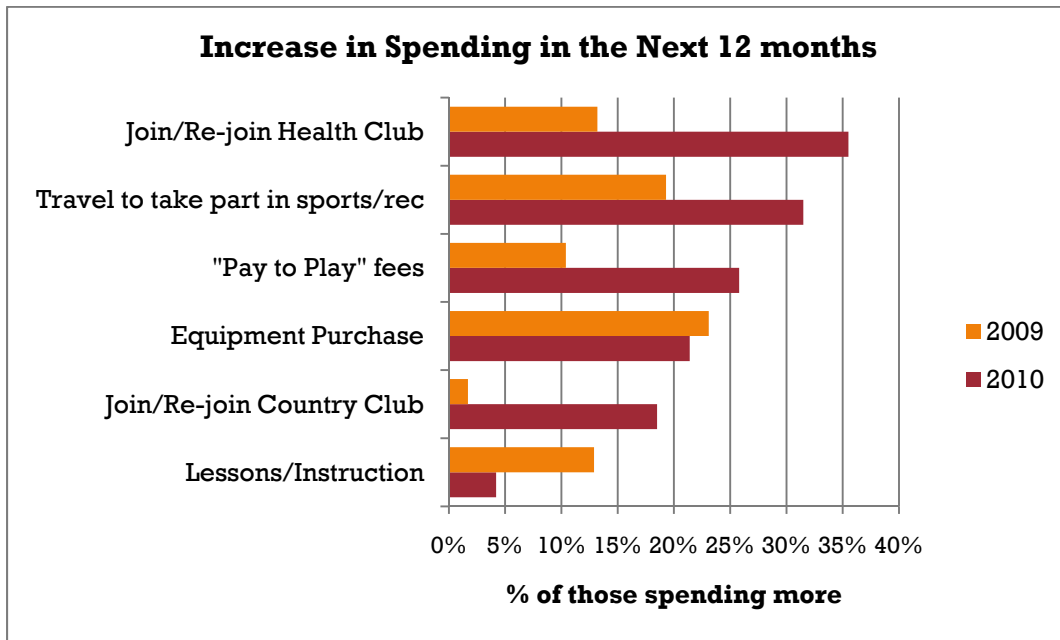
- The economy in 2010 had a major impact in spending on sports, fitness and recreation activities. However, there were some signs of improvement over the data reported in 2009. Fewer active participants said they had spent considerably less and fewer had put off some purchases, but both those categories completely outnumber those who had spent more.
- Only 6% of active participants said they had spent more in 2010 than in 2009. (note: % of actives = those Americans age 6+ who took part in at least 1 of the 119 activities).



- The main impact of reduced spending and delayed spending was felt in sports equipment purchases.

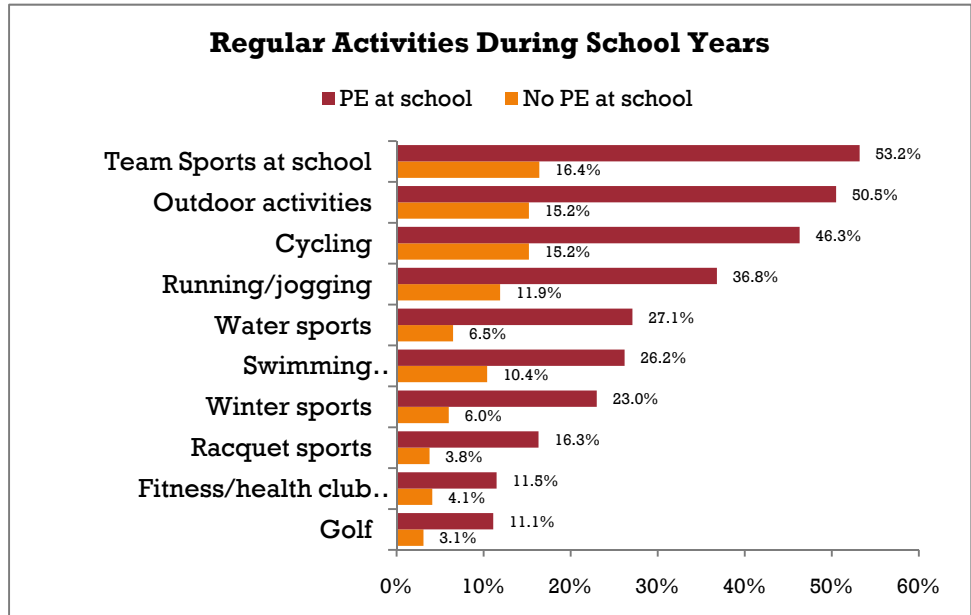


- Looking forward, there are positive signs for 2011 with significant numbers of active participants set to increase spending. The leading increase as reported in this year's survey is for joining or re-joining a health club followed by increased spending on travel to take part in sports and recreation. As the economy starts to get better, we will see equipment purchase intentions start to pickup also. The trend over the past 2 years has been to delay the purchase of new sports equipment and extend the replacement cycle. As this gets stretched out and products become worn, replacements will be purchased.

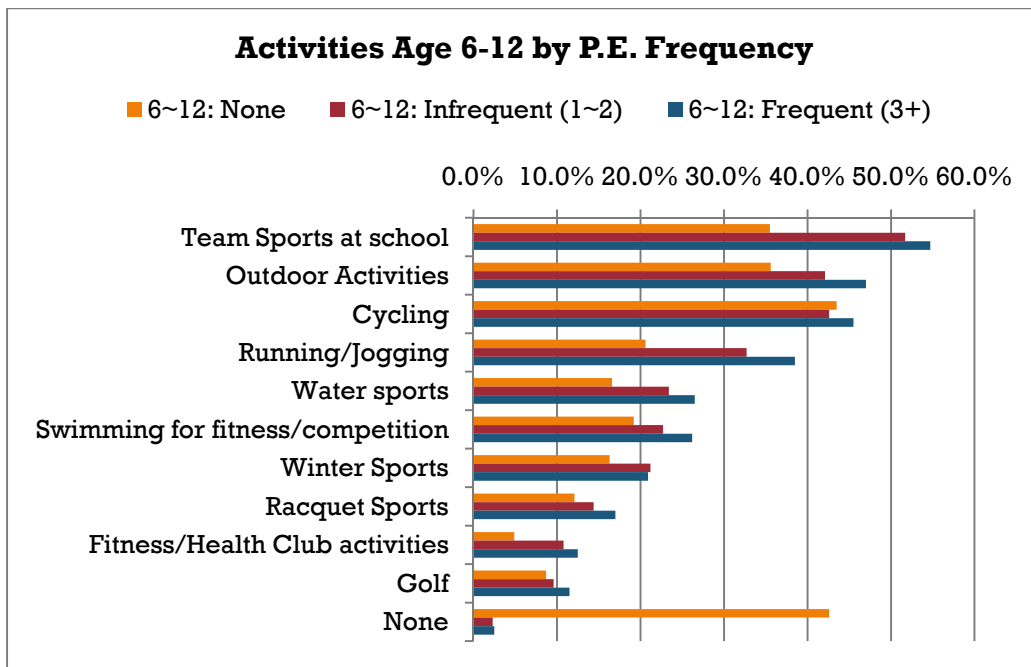


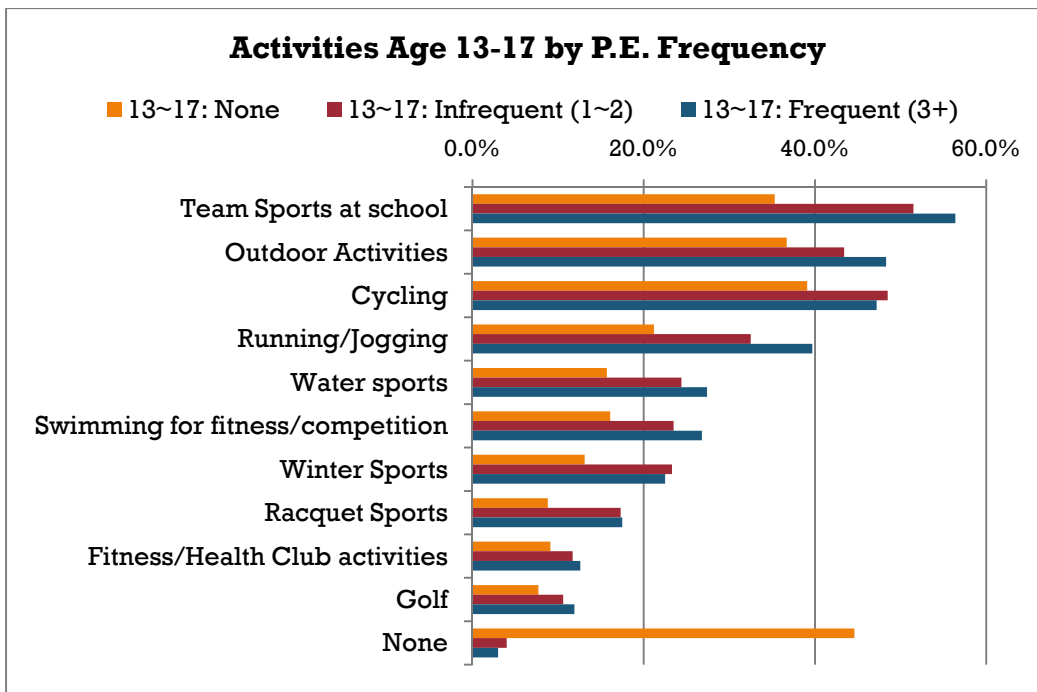
5 ACTIVITIES AT SCHOOL AGE...THE P.E. PATHWAY

- As we have been reporting in the past 2 years, P.E. is the pathway to all the activities listed. For example, you are 3.2 times more likely to take part in team sports if you have P.E. than if you don't have P.E. Outdoor activities, cycling, running/jogging and all the activities listed show similar increases in activity among those who have P.E. at school.



Further, the more frequently children have P.E. at school, they are even more likely to be active during their school years as well as other activities and as an adult.

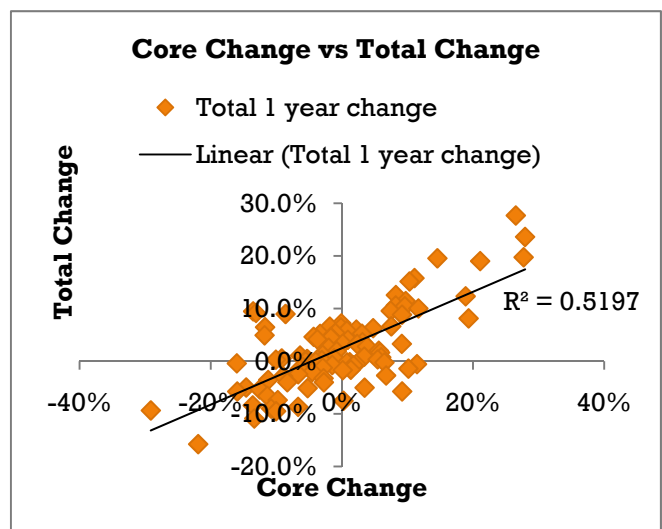
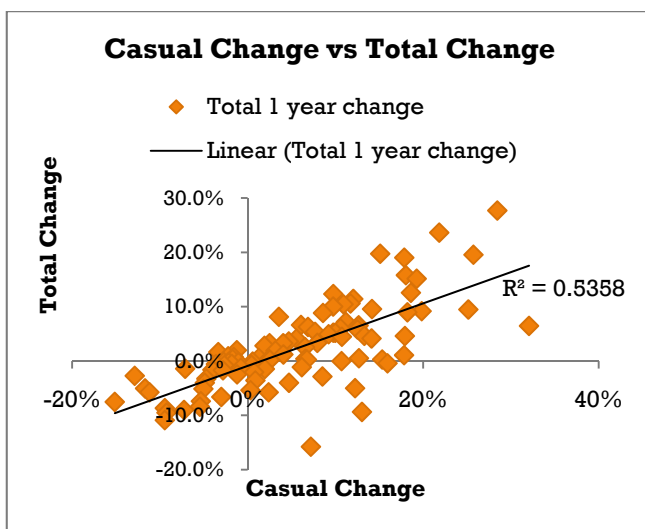




6 PATHWAYS TO PARTICIPATION – CASUAL SPORTS

Another of the key pathways to frequent participation is casual sports participation. While the days of heading to the playground are all but gone, parents and community leaders have to find ways to get the kids away from their computer and TV screens and out playing sports. It is casual sports participation that leads to school participation and that will only lead to more active adults later on in life.

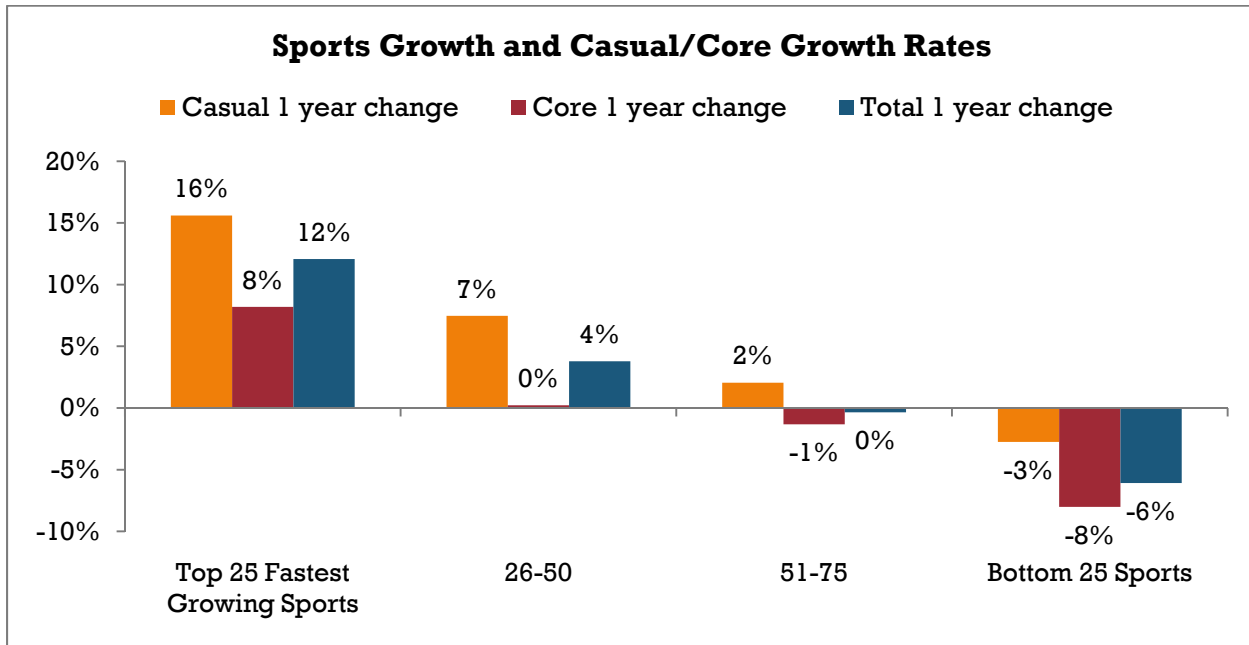
The following 2 charts plot change in casual and core participation against change in total participation. There is an equally strong relationship in each chart, demonstrating the casual participant is equally important as the core participant for driving increases in participation.



2011, SGMA Participation Topline Report

An analysis of growth/decline rates in terms of core and casual participants reveals increasing casual participants goes hand in hand with increasing core participants for the fastest growing sports. For the sports that are declining, the loss of Core participants is the main driver.

For the top 25 fastest growing sports, the casual participants had increased by 16% and the core participants by 8% for an overall growth of 12%. The bottom 25 sports by comparison, the casuals had declined by 3% but the core had declined by 8%.



Note: for the above analysis we removed some of the smaller sports and outliers to work with a base of 100 sports

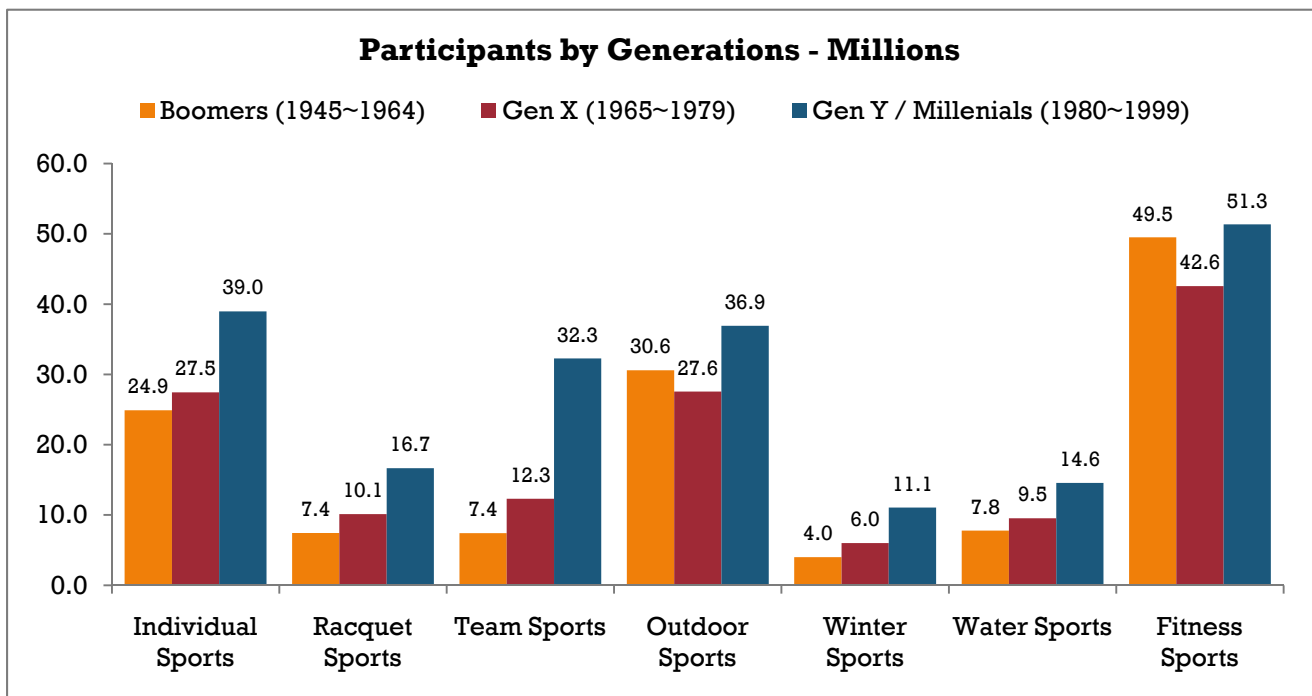
The key message here is:

- Core AND Casual participants are critical to sports growth.
- Drive the casual and grow the core!
- Retaining the Core participants is critical to maintaining that growth.

7 PARTICIPATION AMONG THE GENERATIONS

Much is written about Boomers, but the 76 million Generation Y or Millenials are essential to the sports economy especially for team sports (32.3M – see below), racquet sports (16.7M), individual sports, water sports and winter sports. Generation Y are twice as likely to take part in team sports than Generation X. Although much is explained by the age difference, the psychological tendency of Generation Y is more positively disposed to team sports than their Generation X predecessors who are more “individual” in nature. Generation Y are also more “social” in their interactions in terms of:

- The way they play (gravitating towards team sports)
- The way they exercise (including a tendency to participate in group exercise)
- The way they communicate (Social Networking, Facebook, Twitter)



9 INTEREST AMONG NON-PARTICIPANTS

For the first time this year the survey asked non-participants in which sports they would be interested in participating. The following tables show the Top 10 most “aspirational sports” for a number of different age groups. So an activity placing in the Top 10 means there are significant numbers of non-participants representing unfulfilled demand.

Some key findings:

- Fitness sports are “aspirational” for all groups with Swimming and Weight Training being mentioned most often.
- Martial arts places 4th among 6-12 year olds.
- Basketball is the only team sport in the Top 10 for 13-17 year olds.
- Camping, hiking and fishing make the Top 10 for 6-12 year olds.
- Outdoor sports and activities account for 4 of the Top 10 aspirational sports for 55-64s.

	6~12	13~17
1	Swimming For Fitness	Working Out With Weights
2	Bicycling	Swimming For Fitness
3	Camping	Working Out Using Machines
4	Martial Arts	Running/Jogging
5	Running/Jogging	Camping
6	Soccer	Bicycling
7	Hiking	Basketball
8	Basketball	Fitness Classes
9	Fishing	Hiking
10	Working Out Using Machines	Martial Arts

	25-34	35-44	55-64
1	Working Out Using Machines	Working Out With Weights	Bicycling
2	Working Out With Weights	Swimming For Fitness	Working Out Using Machines
3	Swimming For Fitness	Bicycling	Swimming For Fitness
4	Fitness Classes	Working Out Using Machines	Hiking
5	Running/Jogging	Hiking	Fitness Classes
6	Bicycling	Fitness Classes	Working Out With Weights
7	Hiking	Camping	Camping
8	Camping	Running/Jogging	Birdwatching/Wildlife
9	Trail Running	Canoeing	Fishing
10	Backpacking	Backpacking	Canoeing

10 PARTICIPATION DATA NEWS AND NOTES

Team Sports

- After 2 years of negative participation growth for most of the mainstream team sports, this past year we are starting to see a turnaround in participation for sports like Tackle Football, Soccer, Basketball and Baseball. All are up in the low single digits with respect to both total and core level participation.
- Lacrosse and other niche team sports like Rugby and 2 of the 3 versions of Volleyball are experiencing continued strong growth with Lacrosse leading the way with 33% growth among the core participants. Given their growth trajectory, Lacrosse is likely to go over the one million core level participants mark in next year's report. Rugby is another of the niche team sports that is also growing with just over 20% growth.
- After 2 years of strong participation performance, indoor team sports like Ice Hockey and Indoor Soccer have cooled off. Both sports are very dependent on facility availability and given the participation growth of the past 2 years, the ice time and court time may not be available to accommodate any new growth at the current time.

Fitness

- Class based fitness and exercise programs like Zumba continue to drive the positive participation performance for these types of fitness activities.
- Group cycling continues its rapid growth rate as the younger fitness enthusiasts embrace this high performance group exercise activity.
- For most age groups, swimming for fitness or weight training are the 2 most frequently mentioned activities that people indicate they would like to participate in.
- While Pilates has shown an awesome 10 year growth trend, the past 2 years have seen a decline in Pilates participation. Maybe some of those participants went over to Yoga as participation in Yoga is up across all levels of participation for the year. Yoga is more class based while Pilates is more of an individual activity. The Gen Y fitness participants are showing a higher propensity to go with group oriented programs.
- Running and Walking for Fitness continue to show strong and consistent growth. Running is up almost 13% overall while walking comes in at almost 4% year/year growth.

Individual Sports

- Indoor individual sports/activities like Bowling, Darts, and Billiards are showing small declines across most levels of participation.
- Racquet sports including Tennis, Table Tennis, Squash and Badminton are all showing positive growth numbers in participation from the low single digits for Tennis and Table Tennis to double digit growth for Squash and Badminton. Racquetball is up slightly for all participation but down in the low single digits when it comes to core level participation.

10 PARTICIPATION DATA

Throughout the report significant changes have been highlighted in orange. Note: The population from 2000 to 2009 increased by 9% - so sports that have increased 9% have shown no significant change since the year 2000.

Aerobic Activities	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Aerobics (High impact)								
Total participation	1+ times	11,790	11,287	12,272	13,269	15,864	19.6%	34.6%
Casual	1-49 times		5,004	5,765	5,935	7,462	25.7%	
Regular	50-99 times		2,156	2,299	2,658	3,215	21.0%	
Frequent	100+ times		4,127	4,208	4,676	5,186	10.9%	
CORE	50+ times		6,283	6,507	7,334	8,401	14.5%	
Aerobics (Low impact)								
Total participation	1+ times	21,384	22,397	24,168	25,685	27,177	5.8%	27.1%
Casual	1-49 times		9,341	11,021	11,034	12,415	12.5%	
Regular	50-99 times		4,523	5,064	5,313	6,013	13.2%	
Frequent	100+ times		8,533	8,083	9,338	8,748	-6.3%	
CORE	50+ times		13,056	13,147	14,651	14,761	0.8%	
Aerobics (Step)								
Total participation	1+ times	10,867	8,528	10,318	10,784	11,283	4.6%	3.8%
Casual	1-49 times		4,454	6,021	5,475	6,203	13.3%	
Regular	50-99 times		1,647	1,891	2,340	2,291	-2.1%	
Frequent	100+ times		2,427	2,406	2,969	2,790	-6.0%	
CORE	50+ times		4,074	4,297	5,309	5,081	-4.3%	
Aquatic Exercise								
Total participation	1+ times	9,303	9,757	9,267	8,662	9,231	6.6%	-0.8%
Casual	1-49 times		5,993	5,794	5,027	5,663	12.7%	
Regular	50-99 times		1,789	1,809	1,853	1,681	-9.3%	
Frequent	100+ times		1,975	1,664	1,782	1,887	5.9%	
CORE	50+ times		3,764	3,473	3,635	3,568	-1.8%	
Cardio Kickboxing								
Total participation	1+ times	8,765	4,812	4,997	6,002	6,571	9.5%	-25.0%
Casual	1-49 times		2,987	3,273	3,571	4,469	25.1%	
Regular	50-99 times		905	771	1,266	1,037	-18.1%	
Frequent	100+ times		920	953	1,165	1,065	-8.6%	
CORE	50+ times		1,825	1,724	2,431	2,102	-13.5%	
Cross-Country Ski Machine								
Total participation	1+ times	6,541	3,696	3,490	3,097	3,084	-0.4%	-52.9%
Casual	1-49 times		1,857	1,981	1,512	1,753	15.9%	
Regular	50-99 times		688	548	569	533	-6.3%	
Frequent	100+ times		1,151	961	1,016	798	-21.5%	
CORE	50+ times		1,839	1,508	1,585	1,331	-16.0%	
Elliptical Motion Trainer								
Total participation	1+ times	7,371	23,586	25,284	26,521	28,117	6.0%	281.5%
Casual	1-49 times		10,972	11,728	12,085	13,363	10.6%	
Regular	50-99 times		4,968	5,464	5,349	5,872	9.8%	
Frequent	100+ times		7,646	8,092	9,087	8,882	-2.3%	
CORE	50+ times		12,614	13,556	14,436	14,754	2.2%	
Other Exercise to Music								
Total participation	1+ times	16,065	22,294	21,893	22,045	22,960	4.2%	42.9%
Casual	1-49 times		9,661	9,504	9,740	11,115	14.1%	
Regular	50-99 times		4,560	4,620	4,423	4,603	4.1%	
Frequent	100+ times		8,073	7,769	7,882	7,241	-8.1%	
CORE	50+ times		12,633	12,388	12,305	11,844	-3.7%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Aerobic Activities (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Running/Jogging								
Total participation	1+ times	31,398	41,064	41,130	43,892	49,408	12.6%	57.4%
Casual	1-49 times		16,824	17,728	18,333	21,744	18.6%	
Regular	50-99 times		8,237	8,428	9,113	9,326	2.3%	
Frequent	100+ times		16,003	14,974	16,446	18,338	11.5%	
CORE	50+ times		24,240	23,402	25,559	27,664	8.2%	
Stair Climbing Machine								
Total participation	1+ times	15,282	13,521	14,204	13,101	13,436	2.6%	-12.1%
Casual	1-49 times		7,107	8,017	7,004	7,462	6.5%	
Regular	50-99 times		2,651	2,702	2,581	2,516	-2.5%	
Frequent	100+ times		3,763	3,485	3,516	3,457	-1.7%	
CORE	50+ times		6,414	6,188	6,097	5,973	-2.0%	
Stationary Cycling (Recumbent)								
Total participation	1+ times	8,810	10,818	11,389	11,208	11,709	4.5%	32.9%
Casual	1-49 times		5,261	6,020	5,550	6,146	10.7%	
Regular	50-99 times		2,331	2,090	2,230	2,426	8.8%	
Frequent	100+ times		3,226	3,279	3,428	3,137	-8.5%	
CORE	50+ times		5,557	5,369	5,658	5,563	-1.7%	
Stationary Cycling (Group)								
Total participation	1+ times	4,709	6,314	6,693	6,831	8,876	29.9%	88.5%
Casual	1-49 times		3,371	3,868	3,820	5,251	37.5%	
Regular	50-99 times		1,221	1,078	1,316	1,555	18.2%	
Frequent	100+ times		1,722	1,747	1,695	2,070	22.1%	
CORE	50+ times		2,943	2,825	3,011	3,625	20.4%	
Stationary Cycling (Upright)								
Total participation	1+ times	27,159	24,531	25,304	24,528	24,627	0.4%	-9.3%
Casual	1-49 times		11,581	12,653	11,795	12,571	6.6%	
Regular	50-99 times		5,210	4,738	5,097	4,588	-10.0%	
Frequent	100+ times		7,740	7,913	7,636	7,468	-2.2%	
CORE	50+ times		12,950	12,651	12,733	12,056	-5.3%	
Swimming (Fitness/Competition)								
Total participation	1+ times	16,144	18,368	19,041	17,443	17,145	-1.7%	6.2%
Casual	1-49 times		11,131	11,741	11,024	10,620	-3.7%	
Regular	50-99 times		3,946	4,322	3,471	3,343	-3.7%	
Frequent	100+ times		3,291	2,978	2,948	3,000	1.8%	
CORE	50+ times		7,237	7,300	6,419	6,343	-1.2%	
Treadmill								
Total participation	1+ times	37,287	50,073	49,371	51,418	53,131	3.3%	42.5%
Casual	1-49 times		20,891	21,262	21,060	22,732	7.9%	
Regular	50-99 times		10,728	10,353	10,571	10,940	3.5%	
Frequent	100+ times		18,454	17,756	19,787	19,458	-1.7%	
CORE	50+ times		29,182	28,109	30,358	30,398	0.1%	
Walking for Fitness								
Total participation	1+ times	90,982	108,740	111,668	110,095	114,068	3.6%	25.4%
Casual	1-49 times		31,903	35,293	33,746	35,329	4.7%	
Regular	50-99 times		20,045	20,164	19,898	20,190	1.5%	
Frequent	100+ times		56,792	56,211	56,451	58,549	3.7%	
CORE	50+ times		76,837	76,375	76,349	78,739	3.1%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Conditioning Activities	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Abdominal Machine/Device								
Total participation	1+ times	21,354	20,426	19,917	19,465	18,491	-5.0%	-13.4%
Casual	1-49 times		7,625	7,939	6,957	7,809	12.2%	
Regular	50-99 times		4,319	4,224	4,364	3,697	-15.3%	
Frequent	100+ times		8,482	7,754	8,144	6,986	-14.2%	
CORE	50+ times		12,801	11,978	12,508	10,683	-14.6%	
Calisthenics								
Total participation	1+ times	7,758	8,629	9,147	9,106	9,088	-0.2%	17.1%
Casual	1-49 times		2,041	3,037	3,226	3,138	-2.7%	
Regular	50-99 times		1,787	2,021	1,826	1,927	5.5%	
Frequent	100+ times		4,801	4,080	4,054	4,023	-0.8%	
CORE	50+ times		6,588	6,101	5,880	5,950	1.2%	
Pilates Training								
Total participation	1+ times	1,556	9,192	8,886	8,653	8,154	-5.8%	424.2%
Casual	1-49 times		5,085	5,348	4,805	4,920	2.4%	
Regular	50-99 times		1,920	1,516	1,839	1,505	-18.2%	
Frequent	100+ times		2,187	2,022	2,009	1,729	-13.9%	
CORE	50+ times		4,107	3,539	3,848	3,234	-16.0%	
Rowing Machine								
Total participation	1+ times	9,407	8,782	9,021	9,174	9,763	6.4%	3.8%
Casual	1-49 times		4,451	4,776	4,725	5,320	12.6%	
Regular	50-99 times		1,609	1,850	1,806	1,579	-12.6%	
Frequent	100+ times		2,722	2,395	2,643	2,864	8.4%	
CORE	50+ times		4,331	4,245	4,449	4,443	-0.1%	
Stretching								
Total participation	1+ times	24,613	36,181	36,288	36,310	35,129	-3.3%	42.7%
Casual	1-49 times		7,863	8,669	8,784	8,371	-4.7%	
Regular	50-99 times		5,906	6,106	6,105	5,831	-4.5%	
Frequent	100+ times		22,412	21,513	21,421	20,927	-2.3%	
CORE	50+ times		28,318	27,619	27,526	26,758	-2.8%	
Tai Chi								
Total participation	1+ times			3,424	3,205	3,180	-0.8%	
Casual	1-49 times			1,827	1,843	1,794	-2.7%	
Regular	50-99 times			520	489	578	18.2%	
Frequent	100+ times			1,077	873	808	-7.4%	
CORE	50+ times			1,597	1,362	1,386	1.8%	
Yoga								
Total participation	1+ times			17,758	20,109	21,886	8.8%	
Casual	1-49 times			10,736	11,549	12,541	8.6%	
Regular	50-99 times			2,808	3,786	3,817	0.8%	
Frequent	100+ times			4,214	4,774	5,528	15.8%	
CORE	50+ times			7,022	8,560	9,345	9.2%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Strength Activities	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Free Weights (Barbells)								
Total participation	1+ times	24,800	25,499	26,142	27,048	27,339	1.1%	10.2%
Casual	1-49 times		8,181	8,727	8,329	9,814	17.8%	
Regular	50-99 times		4,950	5,402	5,470	5,266	-3.7%	
Frequent	100+ times		12,368	12,013	13,249	12,259	-7.5%	
CORE	50+ times		17,318	17,415	18,719	17,525	-6.4%	
Free Weights (Dumbbells)								
Total participation	1+ times	27,470	32,371	34,391	35,744	37,388	4.6%	36.1%
Casual	1-49 times		10,797	11,814	11,452	13,504	17.9%	
Regular	50-99 times		6,594	6,997	7,666	7,992	4.3%	
Frequent	100+ times		14,980	15,580	16,626	15,892	-4.4%	
CORE	50+ times		21,574	22,577	24,292	23,884	-1.7%	
Free Weights (Hand Weights)								
Total participation	1+ times	33,784	43,821	42,997	45,934	45,922	0.0%	35.9%
Casual	1-49 times		15,635	16,070	15,563	17,228	10.7%	
Regular	50-99 times		8,819	8,884	9,562	9,655	1.0%	
Frequent	100+ times		19,367	18,043	20,809	19,039	-8.5%	
CORE	50+ times		28,186	26,927	30,371	28,694	-5.5%	
Home Gym Exercise								
Total participation	1+ times	20,626	25,823	24,514	24,762	24,581	-0.7%	19.2%
Casual	1-49 times		9,577	9,604	9,615	9,658	0.4%	
Regular	50-99 times		5,313	4,907	4,843	4,660	-3.8%	
Frequent	100+ times		10,933	10,003	10,304	10,263	-0.4%	
CORE	50+ times		16,246	14,910	15,147	14,923	-1.5%	
Weight/Resistance Machines								
Total participation	1+ times	32,144	39,290	38,397	39,752	38,618	-2.9%	20.1%
Casual	1-49 times		14,555	14,929	13,892	15,076	8.5%	
Regular	50-99 times		8,012	8,063	8,382	7,800	-6.9%	
Frequent	100+ times		16,723	15,405	17,478	15,742	-9.9%	
CORE	50+ times		24,735	23,469	25,860	23,542	-9.0%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Individual Sports	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Adventure Racing								
Total participation	1+ times		698	920	1,089	1,339	23.0%	
Casual	1 time		257	185	501	367	-26.7%	
Regular	2-9 times		215	471	429	486	13.3%	
Frequent	10+ times		226	264	159	326	105.0%	
CORE	2+ times		441	735	588	812	38.1%	
Archery								
Total participation	1+ times	6,285	5,950	6,409	6,326	6,319	-0.1%	0.5%
Casual	1-25 times		4,839	5,300	5,371	5,402	0.6%	
Regular	26-51 times		687	548	534	540	1.1%	
Frequent	52+ times		424	561	421	377	-10.5%	
CORE	26+ times		1,111	1,109	955	917	-4.0%	
Billiards/Pool								
Total participation	1+ times	46,336	51,089	49,018	43,005	39,385	-8.4%	-15.0%
Casual	1-12 times		30,795	31,840	27,303	25,817	-5.4%	
Regular	13-24 times		6,824	5,823	5,574	4,861	-12.8%	
Frequent	25+ times		13,470	11,355	10,128	8,707	-14.0%	
CORE	13+ times		20,294	17,178	15,702	13,568	-13.6%	
Bowling								
Total participation	1+ times	51,938	60,184	58,650	57,293	55,877	-2.5%	7.6%
Casual	1-12 times		44,762	45,167	43,997	43,467	-1.2%	
Regular	13-24 times		5,225	4,458	4,394	4,290	-2.4%	
Frequent	25+ times		10,197	9,025	8,902	8,119	-8.8%	
CORE	13+ times		15,422	13,482	13,296	12,409	-6.7%	
Boxing for Fitness *								
Total participation	1+ times					4,788		
Casual	1-12 times					2,495		
Regular	13-24 times					605		
Frequent	25+ times					1,688		
CORE	13+ times					2,293		
Boxing for Competition *								
Total participation	1+ times					855		
Casual	1-12 times					598		
Regular	13-24 times					104		
Frequent	25+ times					153		
CORE	13+ times					257		
Darts								
Total participation	1+ times		24,709	23,451	20,022	18,118	-9.5%	
Casual	1-12 times		16,106	15,584	13,281	12,053	-9.2%	
Regular	13-24 times		2,951	2,817	2,286	2,033	-11.1%	
Frequent	25+ times		5,652	5,050	4,455	4,031	-9.5%	
CORE	13+ times		8,603	7,866	6,741	6,064	-10.0%	
Golf (9/18 Hole Course)								
Total participation	1+ times	28,844	29,528	28,571	27,103	26,122	-3.6%	-9.4%
Horseback Riding								
Total participation	1+ times		12,098	10,816	9,755	9,809	0.6%	
Casual	1-12 times		8,330	7,384	6,883	6,971	1.3%	
Regular	13-24 times		1,029	971	763	828	8.5%	
Frequent	25+ times		2,739	2,461	2,109	2,010	-4.7%	
CORE	13+ times		3,768	3,432	2,872	2,838	-1.2%	
Ice Skating								
Total participation	1+ times	11,835	11,430	10,999	10,929	12,024	10.0%	1.6%
Casual	1-12 times		9,514	9,598	9,361	10,273	9.7%	
Regular	13-24 times		770	556	668	679	1.6%	
Frequent	25+ times		1,146	845	900	1,072	19.1%	
CORE	13+ times		1,916	1,401	1,568	1,751	11.7%	

All participation figures are in 000s for the US population ages 6 and over

* Boxing category was split into 2 to now cover: Boxing for fitness and Boxing for competition, so comparisons with the previous boxing category cannot be made.

2011, SGMA Participation Topline Report

Individual Sports (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Martial Arts *								
Total participation	1+ times	6,161	6,865	6,770	6,516	5,488	-15.8%	-10.9%
Casual	1-12 times		1,366	1,495	1,374	1,473	7.2%	
Regular	13-24 times		691	622	560	466	-16.8%	
Frequent	25+ times		4,808	4,653	4,582	3,549	-22.5%	
CORE	13+ times		5,499	5,276	5,142	4,015	-21.9%	
Mixed Martial Arts for Competition								
Total participation	1+ times					910		
Casual	1-12 times					528		
Regular	13-24 times					124		
Frequent	25+ times					258		
CORE	13+ times					382		
Mixed Martial Arts for Fitness								
Total participation	1+ times					1,745		
Casual	1-12 times					577		
Regular	13-24 times					219		
Frequent	25+ times					949		
CORE	13+ times					1,168		
Roller Skating (2x2 wheels)								
Total participation	1+ times	7,746	8,921	7,855	8,147	8,126	-0.3%	4.9%
Casual	1-12 times		7,004	6,291	6,357	6,220	-2.2%	
Regular	13-24 times		675	456	546	576	5.5%	
Frequent	25+ times		1,242	1,108	1,244	1,330	6.9%	
CORE	13+ times		1,917	1,564	1,790	1,906	6.5%	
Roller Skating (Inline wheels)								
Total participation	1+ times	21,912	10,814	9,608	8,276	7,980	-3.6%	-63.6%
Casual	1-12 times		6,094	5,909	5,234	5,280	0.9%	
Regular	13-24 times		1,365	1,228	1,090	1,119	2.7%	
Frequent	25+ times		3,355	2,471	1,952	1,581	-19.0%	
CORE	13+ times		4,720	3,699	3,042	2,700	-11.2%	
Scooter Riding (Non-motorized)								
Total participation	1+ times	9,968	6,782	6,394	5,064	4,861	-4.0%	-51.2%
Casual	1-12 times		2,971	2,168	1,676	1,755	4.7%	
Regular	13-24 times		927	1,017	684	776	13.5%	
Frequent	25+ times		2,884	3,216	2,704	2,330	-13.8%	
CORE	13+ times		4,460	4,233	3,388	3,106	-8.3%	
Skateboarding								
Total participation	1+ times	9,859	8,429	7,807	7,352	6,808	-7.4%	-30.9%
Casual	1-25 times		4,589	4,074	3,937	3,727	-5.3%	
Regular	26-51 times		1,491	1,444	1,130	1,188	5.1%	
Frequent	52+ times		2,349	2,289	2,285	1,892	-17.2%	
CORE	26+ times		3,840	3,733	3,415	3,080	-9.8%	
Trail Running								
Total participation	1+ times	4,167	4,216	4,857	4,833	5,136	6.3%	23.3%
Triathlon (Non-Traditional/Off Road)								
Total participation	1+ times		483	602	666	929	39.5%	
Casual	1 time		121	288	219	192	-12.3%	
Regular	2-9 times		219	197	286	435	52.3%	
Frequent	10+ times		143	117	161	259	60.7%	
CORE	2+ times		362	314	447	694	55.3%	
Triathlon (Traditional/Road)								
Total participation	1+ times		798	1,087	1,208	1,978	63.7%	
Casual	1 time		248	352	396	595	50.2%	
Regular	2-9 times		375	497	519	668	28.7%	
Frequent	10+ times		175	238	293	529	80.5%	
CORE	2+ times		550	736	812	1,197	47.4%	

All participation figures are in 000s for the US population ages 6 and over

* Martial Arts category was split into 3 to now cover Martial Arts, MMA for fitness and MMA for competition so this will have impacted the total numbers for the pure "Martial Arts" category.

2011, SGMA Participation Topline Report

Racquet Sports	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Badminton								
Total participation	1+ times	8,769	7,057	7,239	7,699	7,590	-1.4%	-13.4%
Casual	1-12 times		4,785	5,089	5,156	4,789	-7.1%	
Regular	13-24 times		910	905	1,094	983	-10.1%	
Frequent	25+ times		1,362	1,245	1,449	1,818	25.5%	
CORE	13+ times		2,272	2,150	2,543	2,801	10.1%	
Cardio Tennis								
Total participation	1+ times			830	1,177	1,503	27.7%	
Racquetball								
Total participation	1+ times	4,475	4,229	4,993	4,575	4,630	1.2%	3.5%
Casual	1-12 times		2,292	2,914	2,699	2,809	4.1%	
Regular	13-24 times		544	649	638	594	-6.9%	
Frequent	25+ times		1,393	1,430	1,238	1,228	-0.8%	
CORE	13+ times		1,937	2,079	1,876	1,822	-2.9%	
Squash								
Total participation	1+ times		612	706	885	1,177	33.0%	
Casual	1-7 times		323	456	567	811	43.0%	
Regular	8-14 times		66	98	140	74	-47.1%	
Frequent	15+ times		223	152	178	292	64.2%	
CORE	8+ times		289	250	318	366	15.2%	
Table Tennis								
Total participation	1+ times	12,712	15,955	17,201	19,301	19,446	0.8%	53.0%
Casual	1-12 times		10,865	12,196	13,351	13,139	-1.6%	
Regular	13-24 times		1,787	1,892	2,008	2,167	7.9%	
Frequent	25+ times		3,303	3,113	3,942	4,140	5.0%	
CORE	13+ times		5,090	5,005	5,950	6,307	6.0%	
Tennis								
Total participation	1+ times	12,974	16,940	18,558	18,534	18,903	2.0%	45.7%

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Team Sports	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Baseball								
Total participation	1+ times	15,848	16,058	15,020	13,837	14,558	5.2%	-8.1%
Casual	1-12 times		4,493	4,854	4,424	4,856	9.8%	
Regular	13-24 times		2,780	2,422	2,352	2,318	-1.4%	
Frequent	25+ times		8,785	7,744	7,061	7,385	4.6%	
CORE	13+ times		11,565	10,166	9,413	9,703	3.1%	
Basketball								
Total participation	1+ times	26,215	25,961	26,254	24,007	26,304	9.6%	0.3%
Casual	1-12 times		7,956	8,582	7,558	8,629	14.2%	
Regular	13-24 times		4,279	3,997	3,961	4,029	1.7%	
Frequent	25+ times		13,726	13,675	12,488	13,646	9.3%	
CORE	13+ times		18,005	17,672	16,449	17,675	7.5%	
Cheerleading								
Total participation	1+ times	2,634	3,279	3,104	3,036	3,232	6.5%	22.7%
Casual	1-25 times		1,144	1,357	1,260	1,664	32.1%	
Regular	26-51 times		649	724	650	581	-10.6%	
Frequent	52+ times		1,485	1,023	1,126	987	-12.3%	
CORE	26+ times		2,135	1,746	1,776	1,568	-11.7%	
Field Hockey								
Total participation	1+ times		1,127	1,118	1,066	1,298	21.8%	
Casual	1-7 times		550	570	415	662	59.5%	
Regular	8-14 times		62	165	171	254	48.5%	
Frequent	15+ times		515	383	480	383	-20.2%	
CORE	8+ times		577	548	651	637	-2.2%	
Football (Flag)								
Total participation	1+ times			7,310	6,553	6,767	3.3%	
Casual	1-12 times			4,001	3,551	3,695	4.1%	
Regular	13-24 times			1,169	1,304	1,226	-6.0%	
Frequent	25+ times			2,140	1,698	1,846	8.7%	
CORE	13+ times			3,309	3,002	3,072	2.3%	
Football (Touch)								
Total participation	1+ times			10,493	8,959	8,367	-6.6%	
Casual	1-12 times			6,199	5,100	4,947	-3.0%	
Regular	13-24 times			1,562	1,401	1,052	-24.9%	
Frequent	25+ times			2,732	2,458	2,367	-3.7%	
CORE	13+ times			4,294	3,859	3,419	-11.4%	
Football (Tackle)								
Total participation	1+ times	8,229	7,939	7,692	6,794	6,905	1.6%	-16.1%
Casual	1-25 times		3,700	3,470	3,112	3,008	-3.3%	
Regular	26-51 times		1,578	1,740	1,205	1,251	3.8%	
Frequent	52+ times		2,661	2,482	2,477	2,646	6.8%	
CORE	26+ times		4,239	4,221	3,682	3,897	5.8%	
Gymnastics								
Total participation	1+ times	4,876	4,066	3,883	4,021	4,815	19.7%	-1.2%
Casual	1-49 times		2,262	2,379	2,542	2,926	15.1%	
Regular	50-99 times		822	804	766	910	18.8%	
Frequent	100+ times		982	700	713	978	37.2%	
CORE	50+ times		1,804	1,504	1,479	1,888	27.7%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Team Sports (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Ice Hockey								
Total participation	1+ times	2,432	1,840	1,902	2,134	2,145	0.5%	-11.8%
Casual	1-12 times		558	889	946	1,066	12.7%	
Regular	13-24 times		254	213	307	227	-26.1%	
Frequent	25+ times		1,028	800	881	853	-3.2%	
CORE	13+ times		1,282	1,014	1,188	1,080	-9.1%	
Lacrosse								
Total participation	1+ times	518	1,058	1,127	1,197	1,648	37.7%	218.1%
Casual	1-12 times		349	562	523	751	43.6%	
Regular	13-24 times		127	183	102	198	94.1%	
Frequent	25+ times		582	382	572	699	22.2%	
CORE	13+ times		709	565	674	897	33.1%	
Paintball								
Total participation	1+ times	3,615	5,476	4,857	4,552	3,655	-19.7%	1.1%
Casual	1-7 times		3,195	2,929	2,842	2,635	-7.3%	
Regular	8-14 times		735	785	800	363	-54.6%	
Frequent	15+ times		1,546	1,143	910	657	-27.8%	
CORE	8+ times		2,281	1,929	1,710	1,020	-40.4%	
Roller Hockey								
Total participation	1+ times	3,888	1,681	1,456	1,397	1,350	-3.4%	-65.3%
Casual	1-12 times		950	968	836	1,015	21.4%	
Regular	13-24 times		187	109	178	42	-76.4%	
Frequent	25+ times		544	379	383	293	-23.5%	
CORE	13+ times		731	488	561	335	-40.3%	
Rugby								
Total participation	1+ times		617	690	750	1,130	50.7%	
Casual	1-7 times		301	401	440	757	72.0%	
Regular	8-14 times		71	50	102	81	-20.6%	
Frequent	15+ times		245	239	208	292	40.4%	
CORE	8+ times		316	289	310	373	20.3%	
Soccer (Indoor)								
Total participation	1+ times		4,237	4,737	4,913	4,927	0.3%	
Casual	1-12 times		1,866	2,099	2,002	2,309	15.3%	
Regular	13-24 times		805	847	1,046	825	-21.1%	
Frequent	25+ times		1,566	1,791	1,865	1,793	-3.9%	
CORE	13+ times		2,371	2,638	2,911	2,618	-10.1%	
Soccer (Outdoor)								
Total participation	1+ times		13,708	14,223	13,691	14,075	2.8%	
Casual	1-25 times		7,342	7,742	7,347	7,488	1.9%	
Regular	26-51 times		3,536	3,647	3,376	3,544	5.0%	
Frequent	52+ times		2,830	2,834	2,968	3,043	2.5%	
CORE	26+ times		6,366	6,481	6,344	6,587	3.8%	
Softball (Fast Pitch)								
Total participation	1+ times	2,693	2,345	2,316	2,636	2,389	-9.4%	-11.3%
Casual	1-25 times		1,013	1,096	1,236	1,397	13.0%	
Regular	26-51 times		570	528	581	463	-20.3%	
Frequent	52+ times		762	692	819	530	-35.3%	
CORE	26+ times		1,332	1,220	1,400	993	-29.1%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Team Sports (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Softball (Slow-Pitch)								
Total participation	1+ times	13,577	9,485	9,835	8,525	8,429	-1.1%	-37.9%
Casual	1-12 times		3,415	3,929	3,388	3,597	6.2%	
Regular	13-24 times		2,121	2,104	1,898	1,799	-5.2%	
Frequent	25+ times		3,949	3,802	3,239	3,033	-6.4%	
CORE	13+ times		6,070	5,906	5,137	4,832	-5.9%	
Track and Field								
Total participation	1+ times		4,691	4,516	4,443	4,322	-2.7%	
Casual	1-25 times		1,977	2,204	2,145	1,869	-12.9%	
Regular	26-51 times		1,152	1,045	1,049	1,011	-3.6%	
Frequent	52+ times		1,562	1,267	1,249	1,442	15.5%	
CORE	26+ times		2,714	2,312	2,298	2,453	6.7%	
Ultimate Frisbee								
Total participation	1+ times		4,038	4,879	4,392	4,749	8.1%	
Casual	1-12 times		2,720	3,520	3,119	3,230	3.6%	
Regular	13-24 times		470	464	444	615	38.5%	
Frequent	25+ times		848	895	829	903	8.9%	
CORE	13+ times		1,318	1,359	1,273	1,518	19.2%	
Volleyball (Beach)								
Total participation	1+ times	5,248	3,878	4,171	4,476	5,028	12.3%	-4.2%
Casual	1-12 times		2,439	3,091	3,215	3,529	9.8%	
Regular	13-24 times		625	430	549	617	12.4%	
Frequent	25+ times		814	651	712	883	24.0%	
CORE	13+ times		1,330	1,080	1,261	1,500	19.0%	
Volleyball (Court)								
Total participation	1+ times		6,986	8,190	7,283	7,346	0.9%	
Casual	1-12 times		2,930	3,491	3,297	3,224	-2.2%	
Regular	13-24 times		1,182	1,206	1,115	1,129	1.3%	
Frequent	25+ times		2,874	3,493	2,871	2,994	4.3%	
CORE	13+ times		4,056	4,699	3,986	4,123	3.4%	
Volleyball (Grass)								
Total participation	1+ times		4,940	5,086	4,853	4,574	-5.7%	
Casual	1-12 times		3,280	3,840	3,558	3,160	-11.2%	
Regular	13-24 times		771	407	586	443	-24.4%	
Frequent	25+ times		889	839	709	971	37.0%	
CORE	13+ times		1,660	1,246	1,295	1,414	9.2%	
Wrestling								
Total participation	1+ times	3,743	3,313	3,358	2,982	2,089	-29.9%	-44.2%
Casual	1-25 times		1,736	1,877	1,756	967	-44.9%	
Regular	26-51 times		596	656	457	481	5.3%	
Frequent	52+ times		981	825	769	641	-16.6%	
CORE	26+ times		1,458	1,481	1,226	1,122	-8.5%	

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2011, SGMA Participation Topline Report

Outdoor Sports	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home								
Total participation	1+ times		6,637	7,867	7,647	8,349	9.2%	
Bicycling - BMX								
Total participation	1+ times	3,213	1,887	1,904	1,811	2,369	30.8%	-26.3%
Casual	1-12 times		750	761	724	1,006	39.0%	
Regular	13-24 times		169	294	143	185	29.4%	
Frequent	25+ times		968	849	944	1,179	24.9%	
CORE	13+ times		1,137	1,143	1,087	1,364	25.5%	
Bicycling (Mountain/Non-Paved Surface)								
Total participation	1+ times		6,892	7,592	7,142	7,161	0.3%	
Casual	1-12 times		3,051	3,491	3,296	3,476	5.5%	
Regular	13-24 times		1,003	1,274	1,015	1,141	12.4%	
Frequent	25+ times		2,838	2,827	2,831	2,422	-14.4%	
CORE	13+ times		3,841	4,101	3,846	3,563	-7.4%	
Bicycling (Road/paved surface)								
Total participation	1+ times		38,940	38,114	40,140	39,320	-2.0%	
Casual	1-25 times		17,789	18,164	18,906	19,025	0.6%	
Regular	26-51 times		8,669	8,456	8,991	8,716	-3.1%	
Frequent	52+ times		12,482	11,494	12,243	11,505	-6.0%	
CORE	26+ times		21,151	19,950	21,234	20,221	-4.8%	
Birdwatching More Than 1/4 Mile From Home/Vehicle								
Total participation	1+ times		13,476	14,399	13,294	13,339	0.3%	
Camping (Recreational vehicle)								
Total participation	1+ times	17,893	16,168	16,517	17,436	15,865	-9.0%	-11.3%
Casual	1-7 times		7,942	8,019	8,782	8,146	-7.2%	
Regular	8-14 times		3,032	3,476	3,356	2,875	-14.3%	
Frequent	15+ times		5,194	5,022	5,298	4,845	-8.6%	
CORE	8+ times		8,226	8,498	8,654	7,720	-10.8%	
Camping Within 1/4 Mile of Vehicle/Home								
Total participation	1+ times		31,375	33,686	34,338	30,996	-9.7%	
Climbing (Sport/Indoor/Boulder)								
Total participation	1+ times		4,514	4,769	4,313	4,770	10.6%	
Climbing (Traditional/Ice/Mountaineering)								
Total participation	1+ times		2,062	2,288	1,835	2,198	19.8%	
Fishing (Fly)								
Total participation	1+ times	6,717	5,756	5,941	5,568	5,478	-1.6%	-18.4%
Casual	1-7 times		2,923	3,113	3,084	2,960	-4.0%	
Regular	8-14 times		975	1,167	969	953	-1.7%	
Frequent	15+ times		1,858	1,661	1,515	1,565	3.3%	
CORE	8+ times		2,833	2,828	2,484	2,518	1.4%	
Fishing (Freshwater-Other)								
Total participation	1+ times	43,696	43,859	40,331	40,961	38,860	-5.1%	-11.1%
Casual	1-7 times		20,145	18,916	20,082	19,071	-5.0%	
Regular	8-14 times		8,262	7,387	7,454	7,246	-2.8%	
Frequent	15+ times		15,452	14,028	13,425	12,543	-6.6%	
CORE	8+ times		23,714	21,415	20,879	19,789	-5.2%	
Fishing (Saltwater)								
Total participation	1+ times	14,739	14,437	13,804	12,303	11,809	-4.0%	-19.9%
Casual	1-7 times		8,460	8,415	7,316	6,959	-4.9%	
Regular	8-14 times		2,169	2,050	1,741	1,953	12.2%	
Frequent	15+ times		3,808	3,339	3,246	2,896	-10.8%	
CORE	8+ times		5,977	5,389	4,987	4,849	-2.8%	

All participation figures are in 000s for the US population ages 6 and over

2011, SGMA Participation Topline Report

Outdoor Sports (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Hiking (Day)								
Total participation	1+ times	30,051	29,965	32,511	32,572	32,496	-0.2%	8.1%
Hunting (Bow)								
Total participation	1+ times	4,633	3,818	3,722	4,226	3,908	-7.5%	-15.6%
Casual	1-7 times		1,718	1,742	2,133	1,810	-15.1%	
Regular	8-14 times		596	655	784	929	18.5%	
Frequent	15+ times		1,504	1,325	1,309	1,169	-10.7%	
CORE	8+ times		2,100	1,980	2,093	2,098	0.2%	
Hunting (Handgun)								
Total participation	1+ times		2,595	2,873	2,276	2,709	19.0%	
Casual	1-7 times		1,572	1,776	1,451	1,710	17.8%	
Regular	8-14 times		449	495	306	499	63.1%	
Frequent	15+ times		574	602	519	500	-3.7%	
CORE	8+ times		1,023	1,097	825	999	21.1%	
Hunting (Rifle)								
Total participation	1+ times		10,635	10,344	11,114	10,150	-8.7%	
Casual	1-12 times		6,960	6,958	8,056	7,296	-9.4%	
Regular	13-24 times		1,742	1,848	1,712	1,544	-9.8%	
Frequent	25+ times		1,933	1,538	1,346	1,309	-2.7%	
CORE	13+ times		3,675	3,385	3,058	2,853	-6.7%	
Hunting (Shotgun)								
Total participation	1+ times		8,545	8,731	8,490	8,062	-5.0%	
Casual	1-7 times		4,171	4,473	4,767	4,210	-11.7%	
Regular	8-14 times		1,797	1,835	1,635	1,788	9.4%	
Frequent	15+ times		2,577	2,423	2,088	2,064	-1.1%	
CORE	8+ times		4,374	4,258	3,723	3,852	3.5%	
Shooting (Sport Clays)								
Total participation	1+ times	4,437	4,115	4,282	4,182	4,399	5.2%	-0.9%
Casual	1-7 times		2,596	2,773	2,674	2,941	10.0%	
Regular	8-14 times		525	652	546	728	33.3%	
Frequent	15+ times		994	857	962	731	-24.0%	
CORE	8+ times		1,519	1,509	1,508	1,459	-3.2%	
Shooting (Trap/Skeet)								
Total participation	1+ times	3,416	3,376	3,669	3,368	3,610	7.2%	5.7%
Casual	1-7 times		2,051	2,212	2,171	2,414	11.2%	
Regular	8-14 times		462	611	421	501	19.0%	
Frequent	15+ times		863	846	776	695	-10.4%	
CORE	8+ times		1,325	1,457	1,197	1,196	-0.1%	
Target Shooting (Handgun)								
Total participation	1+ times		11,736	13,365	12,473	12,497	0.2%	
Casual	1-7 times		6,222	7,305	7,253	7,437	2.5%	
Regular	8-14 times		2,090	2,342	1,886	1,924	2.0%	
Frequent	15+ times		3,424	3,718	3,334	3,136	-5.9%	
CORE	8+ times		5,514	6,060	5,220	5,060	-3.1%	
Target Shooting (Rifle)								
Total participation	1+ times	10,022	12,436	13,102	12,730	12,544	-1.5%	25.2%
Casual	1-7 times		6,743	7,399	7,530	7,678	2.0%	
Regular	8-14 times		2,097	2,057	1,854	1,952	5.3%	
Frequent	15+ times		3,596	3,646	3,346	2,914	-12.9%	
CORE	8+ times		5,693	5,704	5,200	4,866	-6.4%	
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle								
Total participation	1+ times		22,974	24,113	21,291	21,025	-1.2%	

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Winter Sports	Definition		2006/2007 season	2007/2008 season	2008/2009 season	2009/2010 season	1 year change	3 year change
Skiing (Alpine/Downhill)								
Total participation	1+ times		10,362	10,346	10,919	11,504	5.4%	11.0%
Skiing (Cross-country)								
Total participation	1+ times		3,530	3,848	4,157	4,530	9.0%	28.3%
Skiing (Freestyle)								
Total participation	1+ times		2,817	2,711	2,950	3,647	23.6%	29.5%
Snowboarding								
Total participation	1+ times		6,841	7,159	7,421	8,196	10.4%	19.8%
Snowmobiling								
Total participation	1+ times		4,811	4,660	4,798	5,116	6.6%	6.3%
Casual	1-7 times		2,814	2,917	2,995	3,177	6.1%	12.9%
Regular	8-14 times		799	541	861	709	-17.7%	-11.2%
Frequent	15+ times		1,198	1,202	942	1,230	30.6%	2.7%
CORE	8+ times		1,997	1,743	1,803	1,939	7.5%	-2.9%
Snowshoeing								
Total participation	1+ times		2,400	2,922	3,431	3,823	11.4%	59.3%
Telemarking (Downhill)								
Total participation	1+ times		1,173	1,435	1,482	1,821	22.9%	55.2%

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2011, SGMA Participation Topline Report

Water Sports	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Boardsailing/Windsurfing								
Total participation	1+ times	1,739	1,118	1,307	1,128	1,617	43.4%	-7.0%
Casual	1-7 times		796	969	864	1,027	18.9%	
Regular	8-14 times		121	122	112	320	185.7%	
Frequent	15+ times		201	216	152	271	78.3%	
CORE	8+ times		322	339	264	591	123.9%	
Canoeing								
Total participation	1+ times	10,880	9,797	9,935	10,058	10,553	4.9%	-3.0%
Jet Skiing								
Total participation	1+ times	9,475	8,055	7,815	7,724	7,753	0.4%	-18.2%
Casual	1-7 times		4,919	5,135	5,140	5,265	2.4%	
Regular	8-14 times		1,217	1,037	1,116	1,078	-3.4%	
Frequent	15+ times		1,919	1,643	1,468	1,409	-4.0%	
CORE	8+ times		2,727	2,680	2,584	2,487	-3.8%	
Kayaking (Recreational)								
Total participation	1+ times		5,070	6,240	6,212	6,465	4.1%	
Kayaking (Sea/Touring)								
Total participation	1+ times		1,485	1,780	1,771	2,144	21.1%	
Kayaking (White Water)								
Total participation	1+ times		1,207	1,242	1,369	1,842	34.6%	
Rafting								
Total participation	1+ times	5,259	4,340	4,651	4,318	4,460	3.3%	-15.2%
Sailing								
Total participation	1+ times	4,405	3,786	4,226	4,342	3,869	-10.9%	-12.2%
Casual	1-7 times		2,264	2,640	2,733	2,475	-9.4%	
Regular	8-14 times		696	633	666	555	-16.7%	
Frequent	15+ times		826	953	943	839	-11.0%	
CORE	8+ times		1,421	1,586	1,609	1,394	-13.4%	

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2011, SGMA Participation Topline Report

Water Sports (cont.)	Definition	2000	2007	2008	2009	2010	1 year change	10 year change
Scuba Diving								
Total participation	1+ times	4,305	2,965	3,216	2,723	3,153	15.8%	-26.8%
Casual	1-7 times		1,947	2,183	1,847	2,180	18.0%	
Regular	8-14 times		445	542	386	489	26.7%	
Frequent	15+ times		573	491	490	485	-1.0%	
CORE	8+ times		1,018	1,033	876	974	11.2%	
Snorkeling								
Total participation	1+ times	10,302	9,294	10,296	9,358	9,305	-0.6%	-9.7%
Casual	1-7 times		7,168	7,968	7,464	7,194	-3.6%	
Regular	8-14 times		1,142	1,232	1,106	1,201	8.6%	
Frequent	15+ times		984	1,096	788	911	15.6%	
CORE	8+ times		1,919	2,328	1,894	2,112	11.5%	
Stand-Up Paddling								
Total participation	1+ times					1,050		
Casual	1-7 times					819		
Regular	8-14 times					121		
Frequent	15+ times					109		
CORE	8+ times					230		
Surfing								
Total participation	1+ times	2,191	2,206	2,607	2,403	2,767	15.1%	26.3%
Casual	1-7 times		1,256	1,559	1,298	1,548	19.3%	
Regular	8-14 times		402	263	398	482	21.1%	
Frequent	15+ times		548	785	707	737	4.2%	
CORE	8+ times		950	1,048	1,105	1,219	10.3%	
Wakeboarding								
Total participation	1+ times	4,558	3,521	3,544	3,577	3,645	1.9%	-20.0%
Casual	1-7 times		2,405	2,413	2,423	2,500	3.2%	
Regular	8-14 times		451	537	530	569	7.4%	
Frequent	15+ times		665	594	624	577	-7.5%	
CORE	8+ times		1,116	1,131	1,154	1,146	-0.7%	
Water Skiing								
Total participation	1+ times	8,765	5,918	5,593	4,862	4,836	-0.5%	-44.8%
Casual	1-7 times		3,811	3,781	3,308	3,248	-1.8%	
Regular	8-14 times		805	845	756	838	10.8%	
Frequent	15+ times		1,302	967	798	749	-6.1%	
CORE	8+ times		2,107	1,812	1,554	1,587	2.1%	

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For more information about our SGMA Research contact Neil Schwartz at neil.schwartz@sportsmarketingsurveysusa.com or 561.427.0647.

Sports & Fitness Participation Topline Report

SCHEDULED RELEASE - April 2011

This SGMA Participation report covers 117 different sports and activities each year with a mega sample size of over 40,000 Americans, ages 6 and older. The goal of the report is to determine activity levels and establish participation trends in sports, fitness, and recreational activities in America.



State of the Industry Report

SCHEDULED RELEASE - April 2011

Our State of the Industry report contains essential up-to-date information about the state of the diverse sporting goods and fitness market. It combines data from the annual Participation Study along with market size data and industry projections in a detailed analysis. The report also includes individual sport participation rates, business & demographic trends and much more.



U.S. Trends in Team Sports Report

SCHEDULED RELEASE - May 2011

Our U.S. Trends in Team Sports takes an in depth look at the trends in participation and shipment sales specific to team sports. A Grassroots report on sports participation in the U.S. is also featured, to reveal what inspires young athletes to participate in sports and what motivates them to continue playing.



Tracking the Fitness Movement Report

SCHEDULED RELEASE - June 2011

The Tracking the Fitness Movement Report investigates all aspects of the fitness & exercise category from core participation to sales of equipment and health club membership.



Manufacturer's Sales by Category Report

SCHEDULED RELEASE - April 2011

If there is a specific market you are trying to analyze, to see where your windows of opportunity are, this report is your solution. It reveals how the industry has performed during the year, and it provides the latest sales figures on over 30 categories of sporting goods and fitness equipment.





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Sporting Goods Manufacturers Association

8505 Fenton Street, Suite 211
Silver Spring, MD 20910
p: 301.495.6321
f: 301.495.6322
e: sgmaresearch@sgma.com
www.sgma.com

SGMA Research/Sports Marketing Surveys USA

6650 West Indiantown Road, Suite 220
Jupiter, FL 33458
p: 561.427.0647
f: 561.427.0648
e: sgmaresearch@sgma.com
www.sgma.com