

# TRENDS

## *National Participation*

For the purpose of this report, data from national surveys conducted by the National Sporting Goods Association (NSGA) will be used, as it appears to be the most current and non-biased approach.

Listed below is a table that highlights the NSGA survey results for the year 2011. It also compares the participation patterns of similar survey results from 2003 and 2007, as well as those sports with percent change greater than 15 percent from 2001 to 2011. This comparative data can be used to determine if the national participation in a particular sport or activity is increasing or decreasing.

| <b>Table 1: National Sporting Goods Association</b>               |                                     |   |                                     |                                     |   |
|---|-------------------------------------|---|-------------------------------------|-------------------------------------|---|
| <b>Sport</b><br><i>(Ranked in order of highest participation)</i> | <b>2011<br/>Total<br/>(million)</b> | <b>Percent<br/>Change<br/>from 2010</b> | <b>2007<br/>Total<br/>(million)</b> | <b>2003<br/>Total<br/>(million)</b> | <b>2011 vs. 2001<br/>Sports with<br/>over 15%<br/>change in<br/>participation</b> |
| Exercise Walking  | 97.1                                | 1.3%                                    | 89.8                                | 79.5                                | 36.3%   |
| Exercising with Equipment   | 55.5                                | 0.3%                                    | 52.9                                | 48.6                                | 28.9%   |
| Swimming  | 46.0                                | -11.4%                                  | 52.3                                | 47.0                                | -16.0%  |
| Camping (vacation/overnight)                                      | 42.8                                | -4.3%                                   | 47.5                                | 51.4                                | NA  |
| Aerobic Exercise  | 42.0                                | 8.9%                                    | 34.8                                | 28.0                                | 73.0%   |
| Bicycle Riding  | 39.1                                | -1.6%                                   | 37.4                                | 36.3                                | NA  |
| Hiking  | 39.1                                | 3.8%                                    | 28.6                                | 25.0                                | 49.9%   |
| Running/Jogging   | 38.7                                | 8.9%                                    | 30.4                                | 22.9                                | 57.6%   |
| Bowling   | 34.9                                | -10.6%                                  | 43.5                                | 39.4                                | NA  |
| Workout at Club   | 34.5                                | -4.8%                                   | 36.8                                | 29.5                                | 30.5%   |
| Weight Lifting  | 29.1                                | -7.4%                                   | 33.2                                | 25.9                                | 37.3%   |
| Fishing (fresh water)   | 28.0                                | -6.4%                                   | 30.8                                | 33.2                                | -28.3%  |
| Basketball  | 26.1                                | -2.9%                                   | 24.1                                | 27.9                                | NA  |
| Yoga  | 21.6                                | 6.9%                                    | NA                                  | NA                                  | NA  |
| Golf  | 20.9                                | -4.3%                                   | 22.7                                | 25.7                                | -21.4%  |
| Billiards/Pool  | 20.0                                | -16.9%                                  | 29.5                                | 30.5                                | -39.0%  |
| Target Shooting (net)   | 19.6                                | -1.2%                                   | 20.5                                | 17.0                                | 23.1%   |
| Boating, Motor/Power  | 16.7                                | -17.0%                                  | 31.9                                | 24.2                                | -26.3%  |

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|---|-------------------------------------|---|-------------------------------------|-------------------------------------|---|
| Hunting with Firearms   | 16.4                                | 0.6%                                    | 19.5                                | 17.7                                | NA  |
| Soccer  | 13.9                                | 3.0%                                    | 13.8                                | 11.1                                | NA  |
| Tennis  | 13.1                                | 7.0%                                    | 12.3                                | 9.6                                 | 20.1%   |
| Baseball  | 12.3                                | -1.9%                                   | 14.0                                | 14.6                                | -17.3%  |
| Backpack/Wilderness Camping                                       | 11.6                                | 3.7%                                    | 13.0                                | 13.7                                | -20.4%  |
| Table Tennis/Ping Pong  | 10.9                                | -15.2%                                  | NA                                  | NA                                  | 29.7%   |
| Softball  | 10.4                                | -4.2%                                   | 12.4                                | 11.8                                | -21.4%  |
| Volleyball  | 10.1                                | -5.1%                                   | 12.0                                | 10.4                                | -16.2%  |
| Fishing (Saltwater)   | 9.7                                 | -0.7%                                   | 10.4                                | 10.6                                | NA  |
| Dart Throwing   | 9.3                                 | -11.2%                                  | 12.1                                | NA                                  | -44.8%  |
| Football (tackle)   | 9.0                                 | 3.0%                                    | 9.2                                 | 8.7                                 | NA  |
| Kayaking  | 7.1                                 | 26.6%                                   | 5.9                                 | 4.7                                 | 99.7%   |
| Skiing (alpine)   | 6.9                                 | -7.1%                                   | 6.4                                 | 6.8                                 | NA  |
| Skateboarding   | 6.6                                 | -14.3%                                  | 10.1                                | 9.0                                 | -31.4%  |
| Archery (target)  | 6.3                                 | -3.3%                                   | 6.6                                 | 3.9                                 | 34.0%   |
| In-Line Roller Skating  | 6.1                                 | -18.4%                                  | 10.7                                | 16.0                                | -68.4%  |
| Mountain Biking (off road)  | 6.0                                 | -17.8%                                  | 9.3                                 | 8.2                                 | NA  |
| Paintball Games   | 5.3                                 | -13.2%                                  | 7.4                                 | 7.4                                 | NA  |
| Target Shooting - Air gun   | 5.3                                 | 0.1%                                    | 6.6                                 | 3.8                                 | NA  |
| Hunting w/ Bow & Arrow  | 5.1                                 | -0.2%                                   | 5.7                                 | 5.0                                 | NA  |
| Snowboarding  | 5.1                                 | -16.1%                                  | 5.1                                 | 6.3                                 | NA  |
| Gymnastics  | 5.1                                 | 7.6%                                    | NA                                  | NA                                  | NA  |
| Water Skiing  | 4.3                                 | -17.8%                                  | 5.3                                 | 5.5                                 | -21.3%  |
| Wrestling   | 3.2                                 | 9.4%                                    | 2.1                                 | NA                                  | NA  |
| Muzzleloading   | 3.1                                 | 0.2%                                    | 3.6                                 | 3.1                                 | NA  |
| Hockey (ice)  | 3.0                                 | -9.2%                                   | 2.1                                 | 1.8                                 | 36.6%   |
| Lacrosse  | 2.7                                 | 3.5%                                    | NA                                  | NA                                  | NA  |
| Skiing (cross country)  | 2.3                                 | 11.5%                                   | 1.7                                 | 1.9                                 | NA  |