Gender, Age, and Income Categories for Select Team and Individual Sports and Activities

December 21, 2013 Prepared by Gary Horvath

Overview

This analysis is broken down into the following areas:

- Overview
- Purpose
- NSGA Methodology for Data Collection
- Gender
- Age
- Income
- Summary of Participation by Sports and Activities
- Summary of Key Findings and Closing Comments

A summary of key findings is presented near the end of the analysis. Detailed information, by sport, is provided prior to the summary slide.



This analysis was conducted to provide a better understanding of the participants in the following sports based on their breakdown by *gender*, *age*, and *income* categories:

- Aerobic exercising
- Baseball
- Basketball
- Exercise walking
- Exercising with equipment
- Golf
- Skiing--alpine
- Soccer
- Swimming
- Tennis
- Volleyball
- Yoga.

NSGA Methodology for Data Collection

This analysis uses data from the 2012 U.S. Statistical Abstract. The data is prepared by the National Sporting Goods Association for the year 2009.

The methodology used by NSGA to collect participation levels follows:

- The data are based on a questionnaire mailed to 10,000 households. The questionnaire asked the male and female heads of households and up to two other household members who were at least seven years of age to indicate their age, the sports in which they participated in 2009, and the number of days of participation in 2009.
- A participant is defined as an individual seven years of age or older who participates in a sport more than once a year.
- Participants in the sports of aerobic exercising, exercise walking, exercising with equipment, and swimming must participate in those activities at least six times a year.

The following slides look at participation by gender, age, and income categories for select sports. In each of these categories, comparisons are made for each sport to overall participation. The number of all participants includes the 12 sports in this analysis, plus other sports.

This makes it easy to see the following:

- Most popular sports by gender.
- Most popular sports by age group.
- Most popular sports by income level.



Gender

Summary of Participation by Gender

The following chart shows the percentage of male (blue) and female participants (red) in select sports.

Sports with a Higher Percentage of Female Participants

- Yoga
- Aerobic exercising
- Exercise walking
- Volleyball
- Swimming
- Exercising with equipment

Sports with a Higher Percentage of Male Participants

- Baseball
- Golf
- Basketball
- Skiing—alpine
- Soccer
- Tennis

Participation by Gender Percentage of Players by Category



Percentage of Male and Female Players by Sport





Summary of Participation by Age

The following charts show the percentage of participants for each sport by age category.

Sports with More than Half of Participants Under the Age of 25

- Soccer
- Baseball
- Basketball
- Volleyball

Sports with More than 15% of Participants 55+ Years

- Exercise walking
- Golf
- Exercising with equipment
- Aerobic exercising

Yoga

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- Aerobic exercising
- Exercising with equipment

Sports with More than Half of Participants 25 to 54 Years

- Tennis
- Golf
- Exercise walking
- Skiing alpine

Participation by Age Category Percent of All Participants vs. Aerobics



Participation by Age Category Percent of All Participants vs. Alpine Skiing



Participation by Age Category Percent of All Participants vs. Baseball



Participation by Age Category Percent of All Participants vs. Basketball



Participation by Age Category Percent of All Participants vs. Exercise Walking



Participation by Age Category Percent of All Participants vs. Exercising with Equipment



Participation by Age Category Percent of All Participants vs. Golf



Participation by Age Category Percent of All Participants vs. Soccer



Participation by Age Category Percent of All Participants vs. Swimming



Participation by Age Category Percent of All Participants vs. Tennis



Participation by Age Category Percent of All Participants vs. Volleyball



Participation by Age Category Percent of All Participants vs. Yoga



Summary of Participation by Age Category
Percentage of Participants by Category





Income

Summary of Participation by Income

The following chart shows the percentage of participants by income category.

Sports with More than Half of Participants with Income > \$75,000

- Skiing—alpine
- Tennis
- Golf
- Soccer

Sports with More than Half of Participants with Income Between \$25,000 and \$74,999.

- Baseball
- Exercise walking
- Basketball
- Exercising with equipment
- Yoga
- Aerobic exercising
- Volleyball

Participation by Income Category Percent of All Participants vs. Aerobics

(Percent)			All Partici	ipants vs. Aerob	pics				
50.0%									
45.0%				The median income category for					
40.0%					About 52.7% of all aerobics				
35.0%					than \$75	,000.	ne less		
30.0%									
25.0%	The m partici	edian income cat pants is \$50,000-	egory for all \$74,999. Abou	t	*				
20.0%	63.6% less th	of all participants an \$75,000.	have income			-			
15.0%									
10.0%			_						
5.0%		_	_						
0.0%			05 000 04 000				* 400.000		
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$12,000-\$99,999	\$100,000 +		

Participation by Income Category Percent of All Participants vs. Alpine Skiing

(Percent)	All Participants vs. Alpine Skiers								
50.0%									
45.0%									
10.0%									
	The n	nedian income ca	tegory for all		The median in	come category f	or		
5.0%	nartic	cipants is \$50 000	-\$74.999 Aho	ut	alpine skiers i	s \$75,000 - \$99,9	99.		
30.0%	63.6%	of all narticinant	ts have income		About 53.8% c	of all alpine skier	S		
50.070	less f	han \$75 000		•	have income l	ess than \$100,00	0.		
25.0%	1000 1				•				
20.0%									
15.0%					_				
						*			
10.0%									
5 0%									
J.U /0									
0.0%		1		1	1	1 1			
-	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +		

Participation by Income Category Percent of All Participants vs. Baseball

(Percent)			All Partic	ipants vs. Basek	ball				
50.0%									
15.0%									
10.0%					The mediar	n income catego	ry for		
35.0%	The n	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	ut	baseball players is \$50,000 - \$74,999. About 55.2% of all baseball players have income				
30.0%	63.6%	6 of all participant	ts have income)	less than \$75,000.				
25.0%	1622 1	linali \$75,000.			*		_		
20.0%									
15.0%					*	_			
10.0%									
5.0%	_								
0.0%			05 000 04 000		#F0 000 #74 000		* 400.000 -		
	<\$15,000	ຉ1Ⴢ,000-ֆ∠4,999	∠⊃,000-34,999	ຉ ຉຉ, ∪ ∪∪-ຉ4 ຯ , 9 99	\$30,000-\$74,999	୬ 1, 2,000- ୬२ , 2,92	\$100,000 1		

Participation by Income Category Percent of All Participants vs. Basketball

(Percent)			All Partici	oants vs. Basket	tball			
50.0%								
45.0% -								
0.0%					The mediar	n income catego	ry for	
35.0%	The r partic	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	ut	basketball players is \$50,000 - \$74,999. About 55.4% of all basketball players have income			
30.0%	63.6%	6 of all participant	ts have income)	less than \$	75,000.		
25.0%	1622 1	liidii 975,000.			*			
20.0%								
5.0%					*	_		
0.0%			_					
5.0%	_	_						
0.0%				1	1	I I I I I I I I I I I I I I I I I I I		
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +	

Participation by Income Category Percent of All Participants vs. Exercise Walkers

(Percent)	All Participants vs. Exercise Walkers									
50.0%										
45.0%										
40.0% -					The media	n income catego	ry for			
35.0%	The r	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	ut	exercise walkers is \$50,000 - \$74,999. About 58.5% of all exercise walkers have income					
30.0%	63.6%	6 of all participant	ts have income	;	less than \$75,000.					
25.0%	1622 1	IIIdii 973,000.			*					
20.0% -										
15.0%					*					
10.0%	_		_							
5.0%										
0.0%				1	1	I I I				
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +			

Participation by Income Category Percent of All Participants vs. Exercise With Equipment

(Percent)	t) All Participants vs. Exercise With Equipment								
50.0%									
45.0%]	The median inco	me category for			
40.0%				6	participants is \$	50,000 - \$74,999.			
35.0%	The n	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	ut e	About 53.3% of a	all exercise with cipants have			
30.0%	63.6%	6 of all participant	ts have income	; i	ncome less that	n \$75,000.			
25.0%					\mathbf{X}				
20.0%						_			
15.0%									
10.0%	_		=						
5.0%									
0.0% +	<\$15.000	\$15.000-\$24.999	25.000-34.999	\$35.000-\$49.999	\$50.000-\$74.999	\$75.000-\$99.999	\$100.000 +		

Percent of All Participants vs. Golf

(Percent)	All Participants vs. Golfers									
50.0%										
45.0%				Т	he median inco	me category for				
40.0%				9	About 65.5% of a	o - \$99,999. all golfers have				
35.0%	The n partic	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	ut	ncome less that	n \$100,000.				
30.0%	63.6%	6 of all participant	ts have income	9						
25.0%	1000 1					*				
20.0%							-			
15.0%					X					
10.0%	_	_								
5.0%										
0.0% 🔶				1	1	1				
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +			

Percent of All Participants vs. Soccer Players

(Percent)	All Participants vs. Soccer Players								
50.0%									
45.0%				Т	The median inco	me category for			
40.0%				S	699,999. About	66.3% of all			
35.0%	The n	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	sut t	occer players h han \$100.000.	ave income less			
30.0%	63.6%	6 of all participant	ts have income	9					
25.0%									
20.0%						X			
15.0% -									
10.0%	_	_							
5.0%		_	_						
0.0% +	-\$45,000	¢45 000 ¢24 000	25 000 24 000	¢25.000.¢40.000	¢50,000, ¢74,000	¢75.000 ¢00.000	¢400.000 ·		
	<\$15,000	\$15,000-\$24,999	23,000-34,999	\$3 5,000 - \$49,999	\$ 50,000 - \$74,999	\$12,000 - \$99,999	\$100,000 +		

Percent of All Participants vs. Swimming

(Percent)	All Participants vs. Swimmers								
50.0%									
45.0%				Т	he median inco	me category for			
40.0%				S	wimmers is \$50 bout 51 0% of a),000 - \$/4,999. all swimmers			
35.0%	The r	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	h ut	ave income les	s than \$75,000.			
30.0%	63.6%	6 of all participant	ts have income	•	A				
25.0%	less t	than \$75,000.			*				
20.0%						_	_		
15.0%					*				
10.0%		_							
5.0%									
0.0%			05 000 04 000				* 400.000		
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +		

Percent of All Participants vs. Tennis

(Percent)			All Participa	nts vs. Tennis P	layers		
50.0%							
45.0%				1	The median inco	me category for	
40.0%				(699,999. About 6	2.5% of all	
35.0%	The n partic	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	t ut t	ennis players h han \$100.000.	ave income less	
30.0%	63.6% less t	6 of all participant	ts have income	9			
25.0%					X	A	
20.0%							_
15.0%						_	
10.0%			-				
5.0%	_						
0.0%	ALE 000		05 000 04 000				
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$ 35,000 - \$49,999	\$ 50,000 - \$74,999	\$ <i>1</i> ,000-\$99,999	\$100,000 +

Percent of All Participants vs. Volleyball

(Percent)	All Participants vs. Volleyball Players									
50.0%										
45.0%				T	The median inco	me category for				
40.0%				V		'S IS \$50,000 - 53 4% of all				
35.0%	The n	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	v ut li	olleyball player ess than \$75.00	s have income 0.				
30.0%	63.6%	6 of all participant	ts have income	9						
25.0%	1000 (_					
20.0%						_				
15.0%					*					
10.0%										
5.0%										
0.0%				1	1	1				
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +			

Percent of All Participants vs. Yoga

(Percent)			All Part	icipants vs. Yog	а		
50.0%							
45.0%				T	he median inco	me category for	yoga
40.0% -				ې ۵	bout 55 3% of a	30,000 - \$74,999. all voga participa	nts
35.0%	The r	nedian income ca cipants is \$50,000	tegory for all -\$74,999. Abo	h h	ave income les	s than \$75,000.	
30.0%	63.6%	6 of all participant	s have income)			_
25.0%	1633 (*		
20.0%							
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10.0%	_		=				
5.0%							
0.0%						· · · · · · · · · · · · · · · · · · ·	
	<\$15,000	\$15,000-\$24,999	25,000-34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 +

Summary of Participation by Income Category
Percentage of Participants by Category



Summary by Participation by Sports and Activities

Participation by Sports and Activities

The following slides summarize participation rates by age, income, and gender for each sport.

- The top bar represents <u>age</u>; blue = <25 years, red = 25 to 55 years, and green = 55+ years.
- The middle bar represents <u>income</u>; blue = \$25,000, red = \$25,000 to \$75,000, and green = \$75,000+.
- The bottom bar represents <u>gender;</u> blue = male and green = female.



Summary of Team Sports Percentage of Participants by Category



With the exception of volleyball, the majority of participants for these sports are male. These team sports are typically played by younger participants. Of the four team sports, soccer participants have the highest income.

Source: 2012 Statistical Abstract, NSGA, 2009. http://garyhorvath.com

Summary of Individual Sports Percentage of Participants by Category

Golf



There are more male golf and skiing participants than females, while the mix of swimmers and tennis players are about equal. Ironically, there is a higher concentration of participants in the middle and younger age groups for these sports compared to team sports. With the exception of swimming, more than half of the participants have incomes above \$75,000.

Skiing - Alpine

Summary of Leisure Activities Percentage of Participants by Category



Aerobic Exercising





These leisure activities have a higher percentage of female participants than males. There is a higher concentration of participants in the older age groups than team or individual sports. Less than half the participants have incomes above \$75,000.

Exercise Walking







http://garyhorvath.com

Summary of Key Findings and Closing Comments Key Findings

A compilation of the key findings for gender, age, and income are listed below.

Key findings for gender and income are:

- The data shows the following sports have a higher percentage of male participants: baseball, golf, basketball, alpine skiing, soccer, and tennis.
- The following sports have a higher percentage of female participants: exercising with equipment, swimming, volleyball, exercise walking, aerobic exercising, and yoga.
- Over half of the participants in the following sports have incomes of \$75,000 or greater: skiing—alpine, tennis, golf, and soccer.
- Greater than half of the participants have incomes less than \$75,000: baseball, exercise walking, basketball, exercising with equipment, yoga, aerobic exercising, and volleyball.

Key findings from the age are:

- Soccer, baseball, basketball, and volleyball are predominantly youth sports.
- Almost 42% of swimmers are under 25 and about 45% are in the 25 to 54 age category.
- Almost 57% of tennis players are 25 to 54. A small percentage of tennis players are over the age of 55.
- The breakdown of alpine skiers is similar to tennis; however, a higher percentage of older participants ski rather than play tennis.
- The sports of aerobic exercising, yoga, exercising with equipment, golf, and exercise walking have the highest percentage of older participants and the lowest percentage of youth participants.

Summary of Key Findings and Closing Comments Closing Comments

Uses of Analysis

Recreation departments, sports manufacturers and retailers, coaching and trade associations, and athletic departments are interested in the gender, age, and income levels of sports participants.

This information is used to develop customized equipment, services, programs, and coaching techniques for the participants. As well, the analysis of the data provides valuable marketing insight that is used to promote goods, services, and the various sports.

NSGA Data

NSGA is a respected organization that has been conducting sports research for a number of years.

For a variety of reasons, some sports trade associations conduct their own participation studies.

The value of the NSGA data is that the methodology is the same for all sports, which makes it possible to compare demographics between sports.

Gender, Age, and Income Categories for Select Team and Individual Sports and Activities

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