



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

December 21, 2013
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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.



Purpose

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

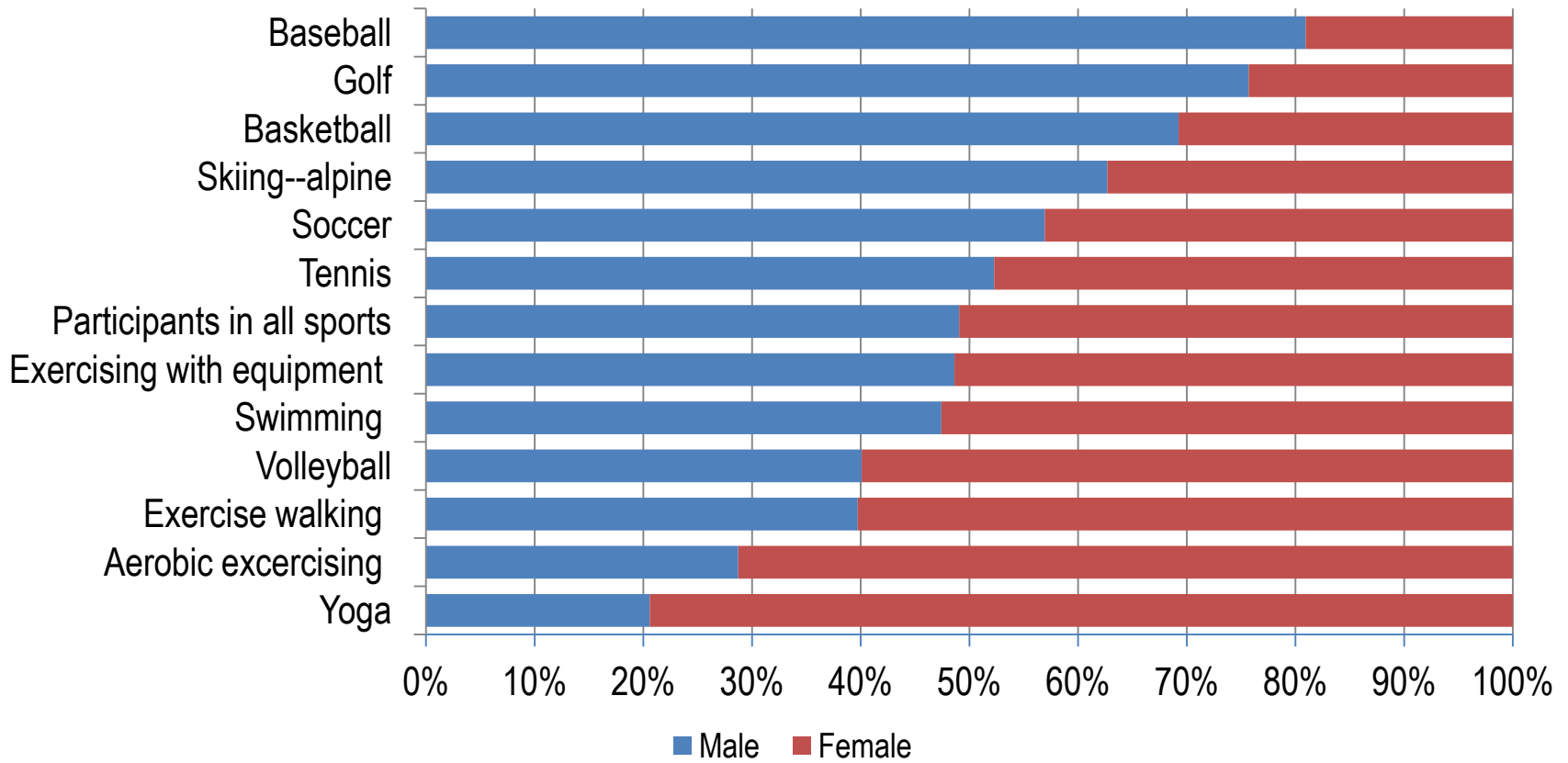
Sports with a Higher Percentage of Male Participants

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

● Participation by Gender

● Percentage of Players by Category

Percentage of Male and Female Players by Sport



Source: 2012 Statistical Abstract, NSGA, 2009.

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Age



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 Half of Participants 25 to 54 Years

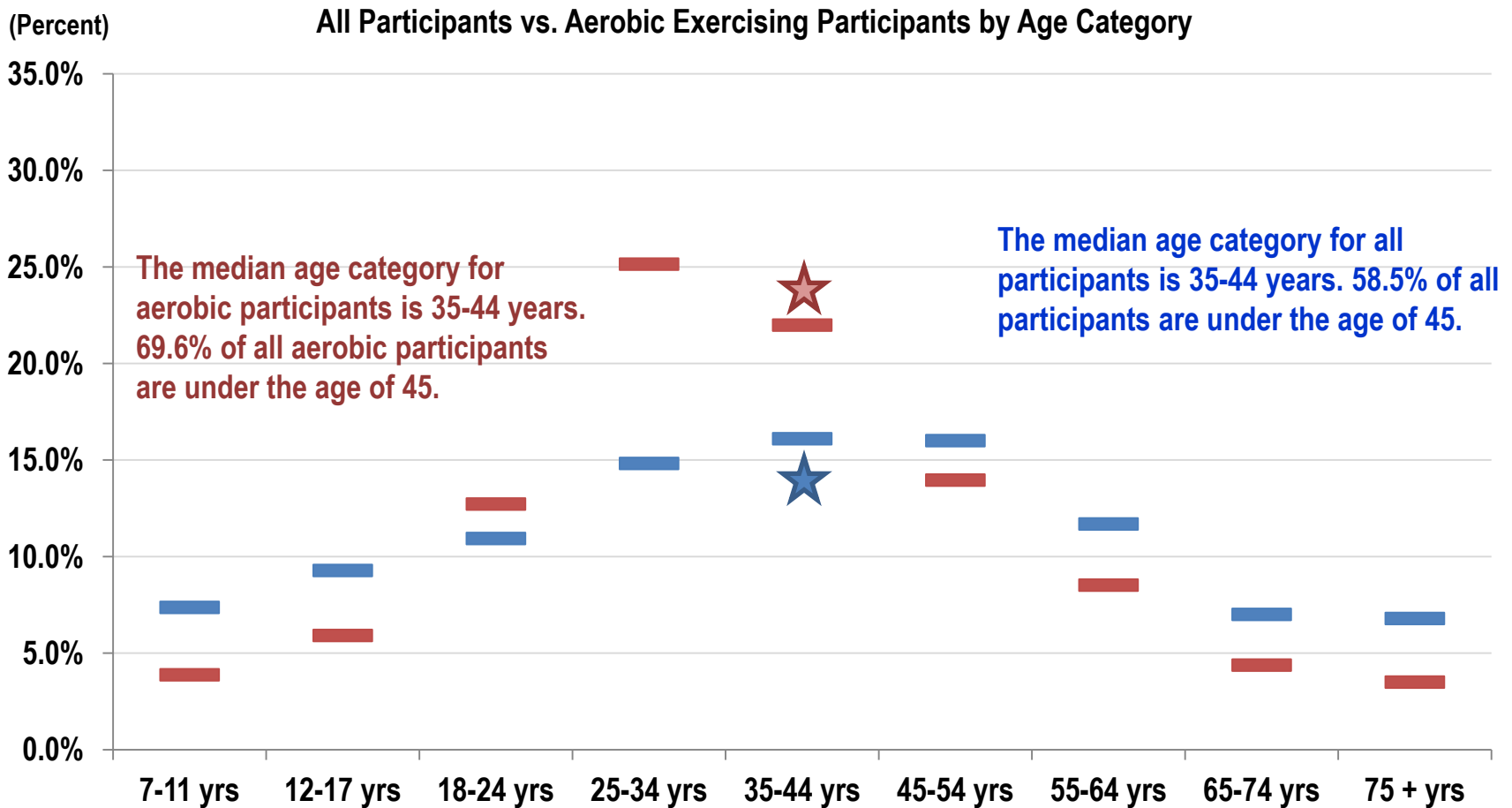
- Yoga
- Aerobic exercising
- Exercising with equipment
- Tennis
- Golf
- Exercise walking
- Skiing - alpine

Sports with More than 15% of Participants 55+ Years

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

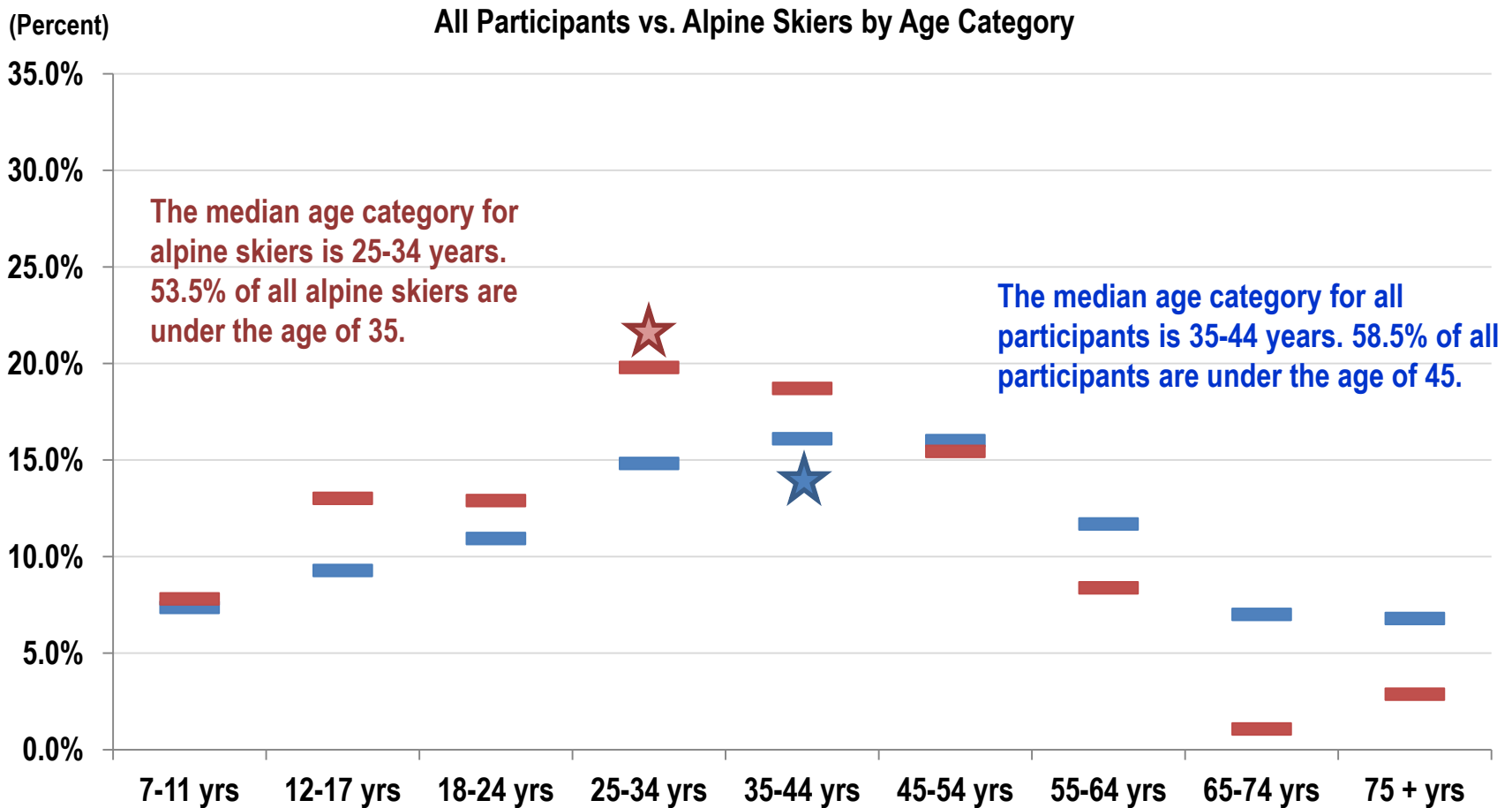
Participation by Age Category

Percent of All Participants vs. Aerobics



Participation by Age Category

Percent of All Participants vs. Alpine Skiing

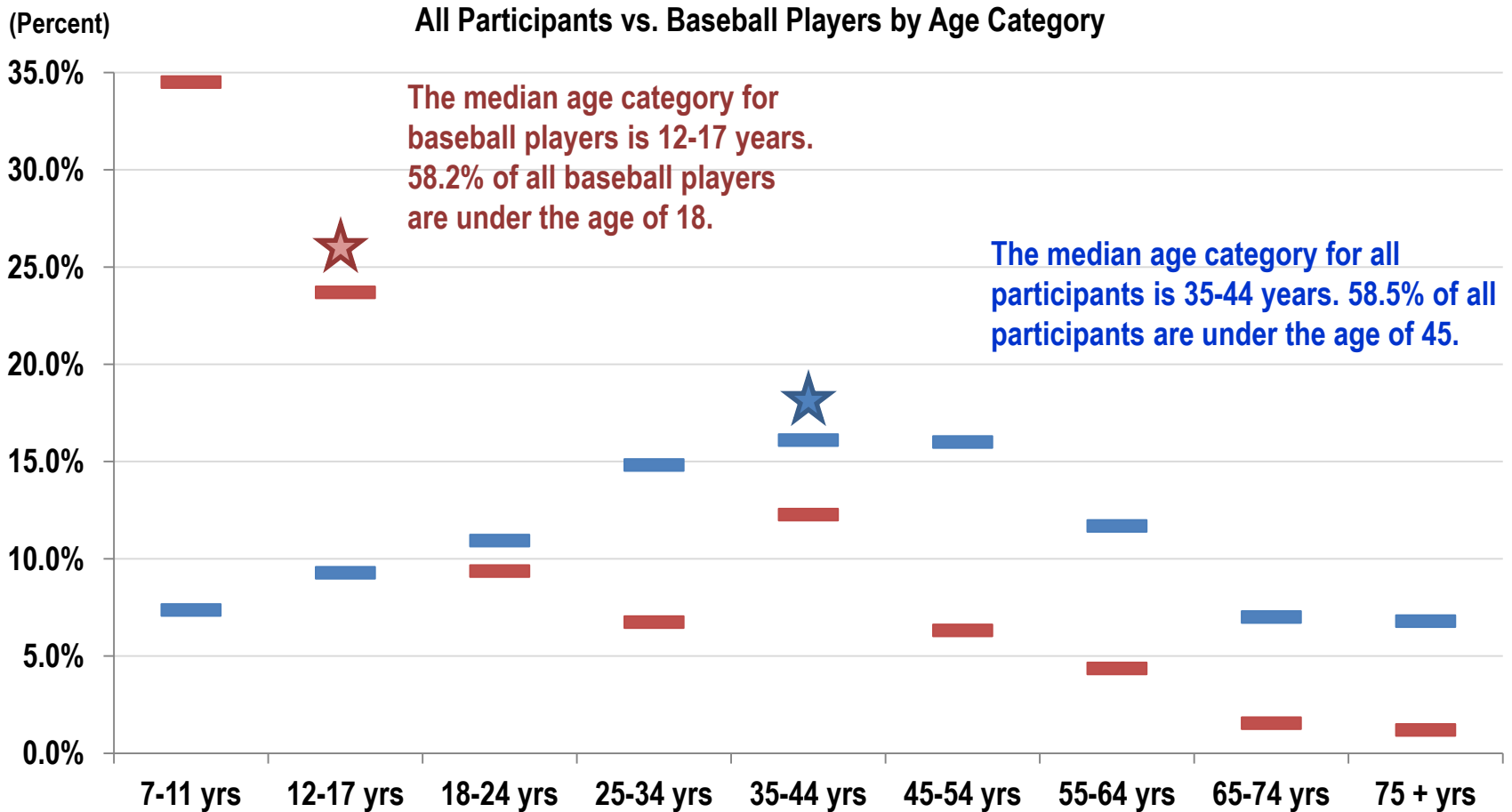


Source: 2012 Statistical Abstract, NSGA, 2009.

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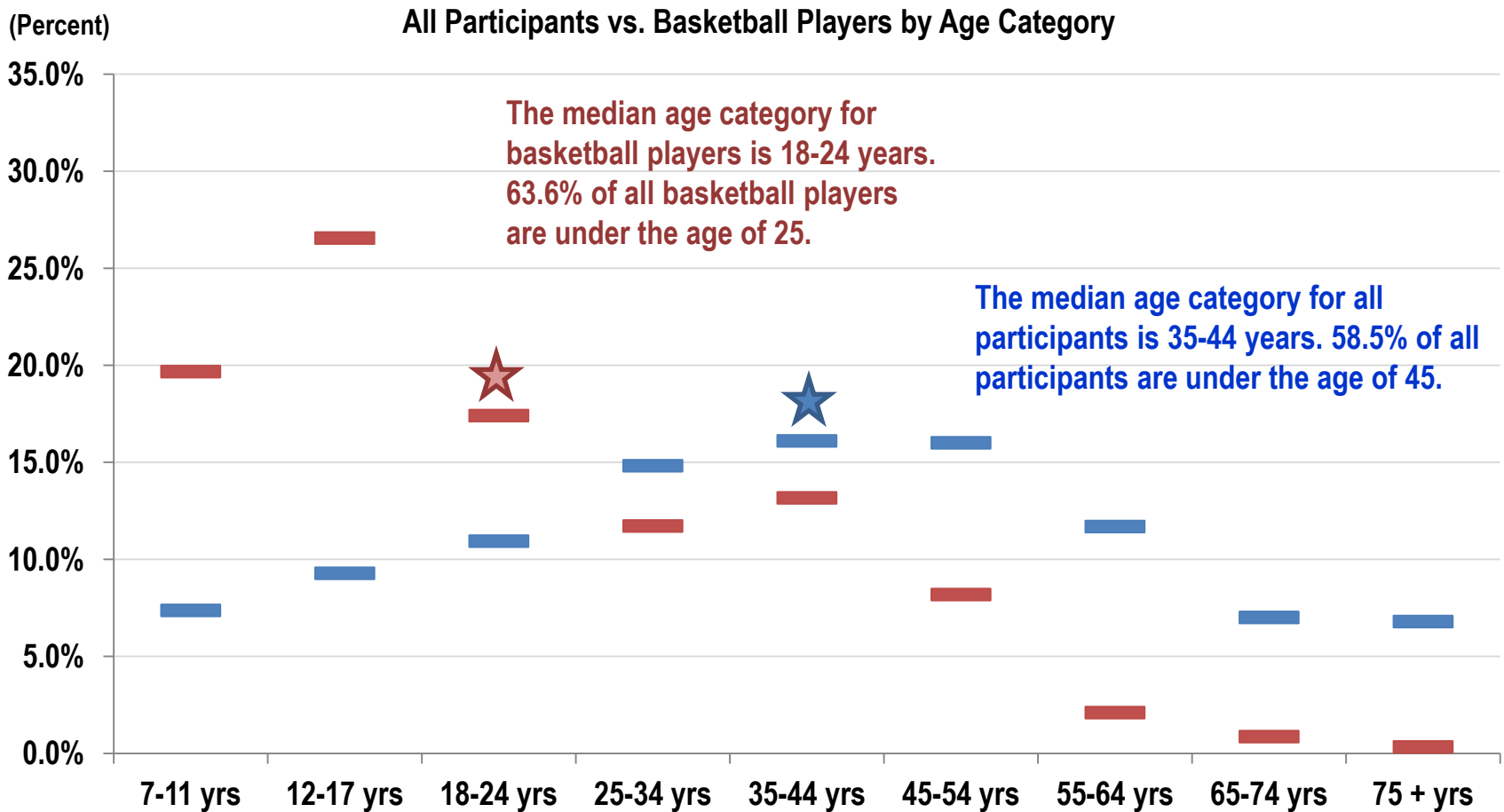
Participation by Age Category

Percent of All Participants vs. Baseball



Participation by Age Category

Percent of All Participants vs. Basketball

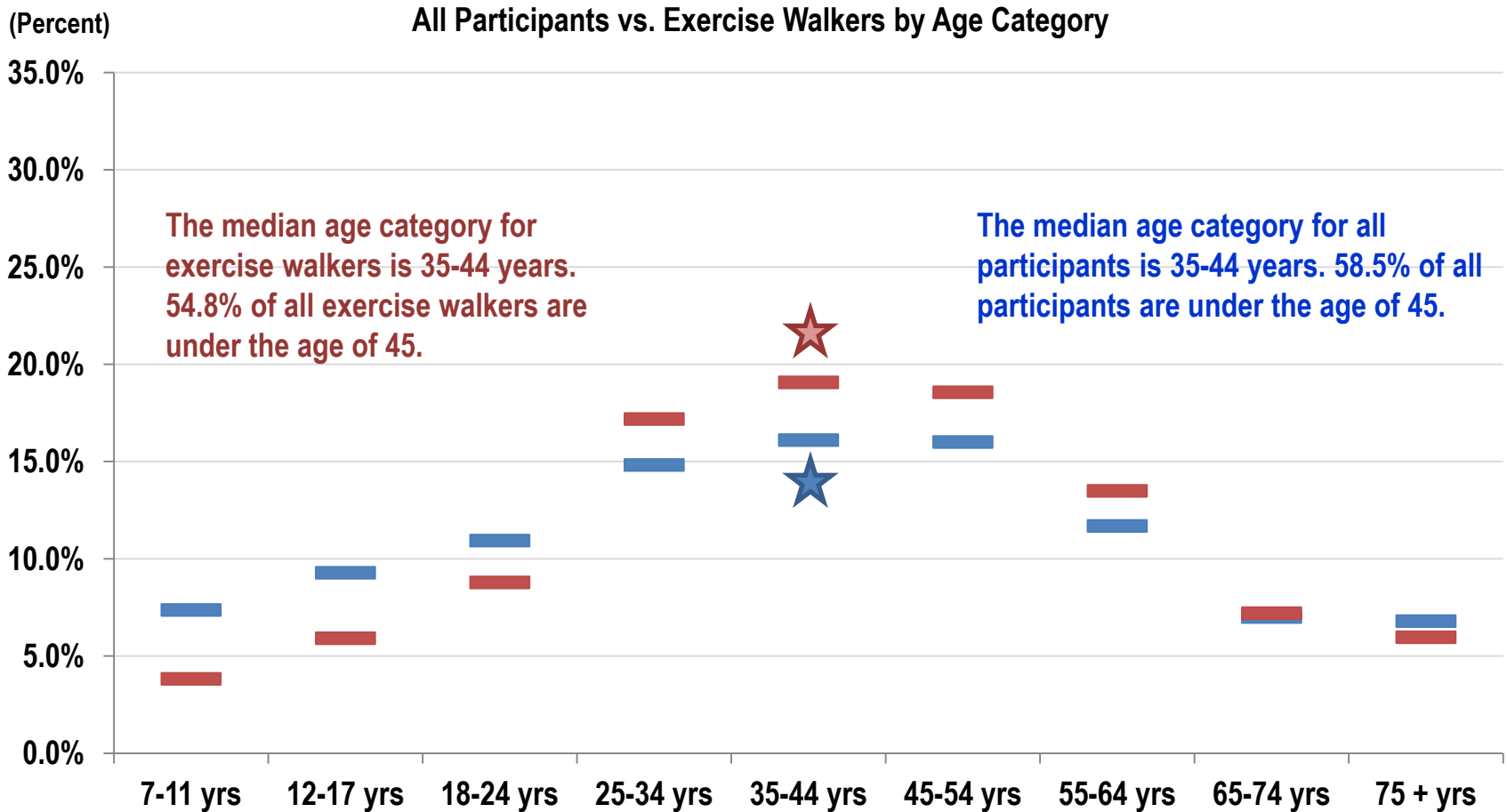


Source: 2012 Statistical Abstract, NSGA, 2009.

<http://garyhorvath.com>

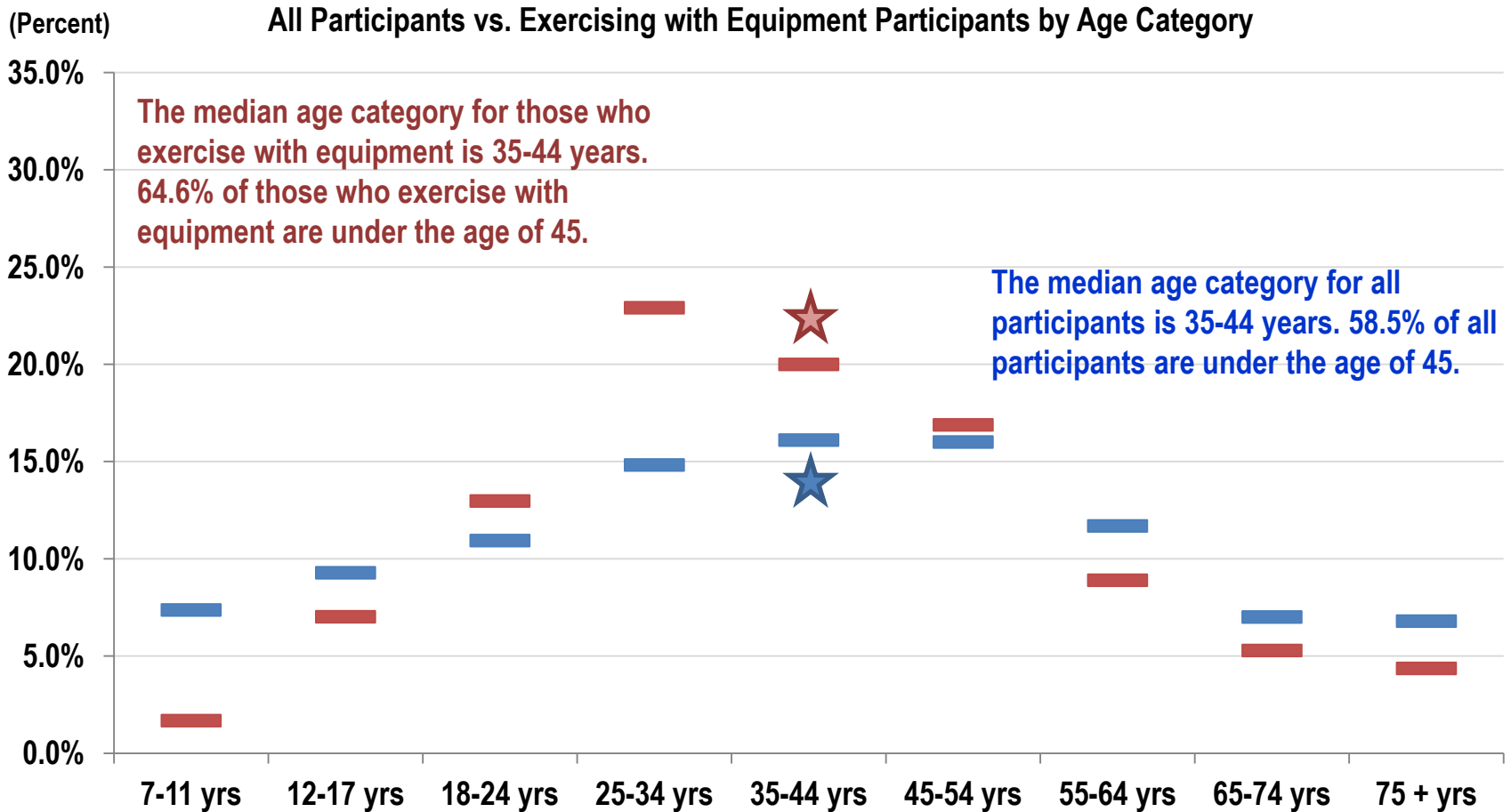
Participation by Age Category

Percent of All Participants vs. Exercise Walking



Participation by Age Category

Percent of All Participants vs. Exercising with Equipment

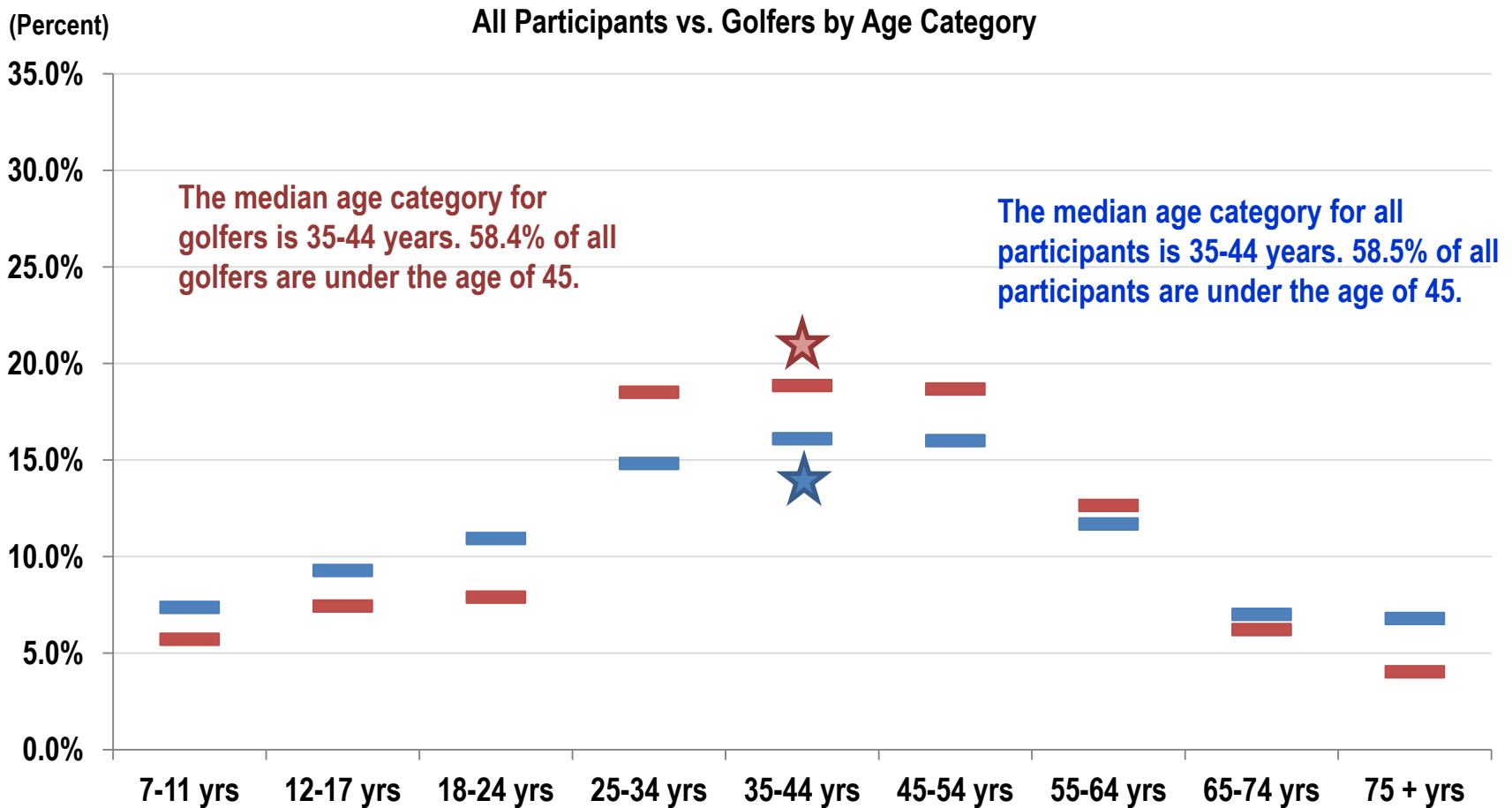


Source: 2012 Statistical Abstract, NSGA, 2009.

<http://garyhorvath.com>

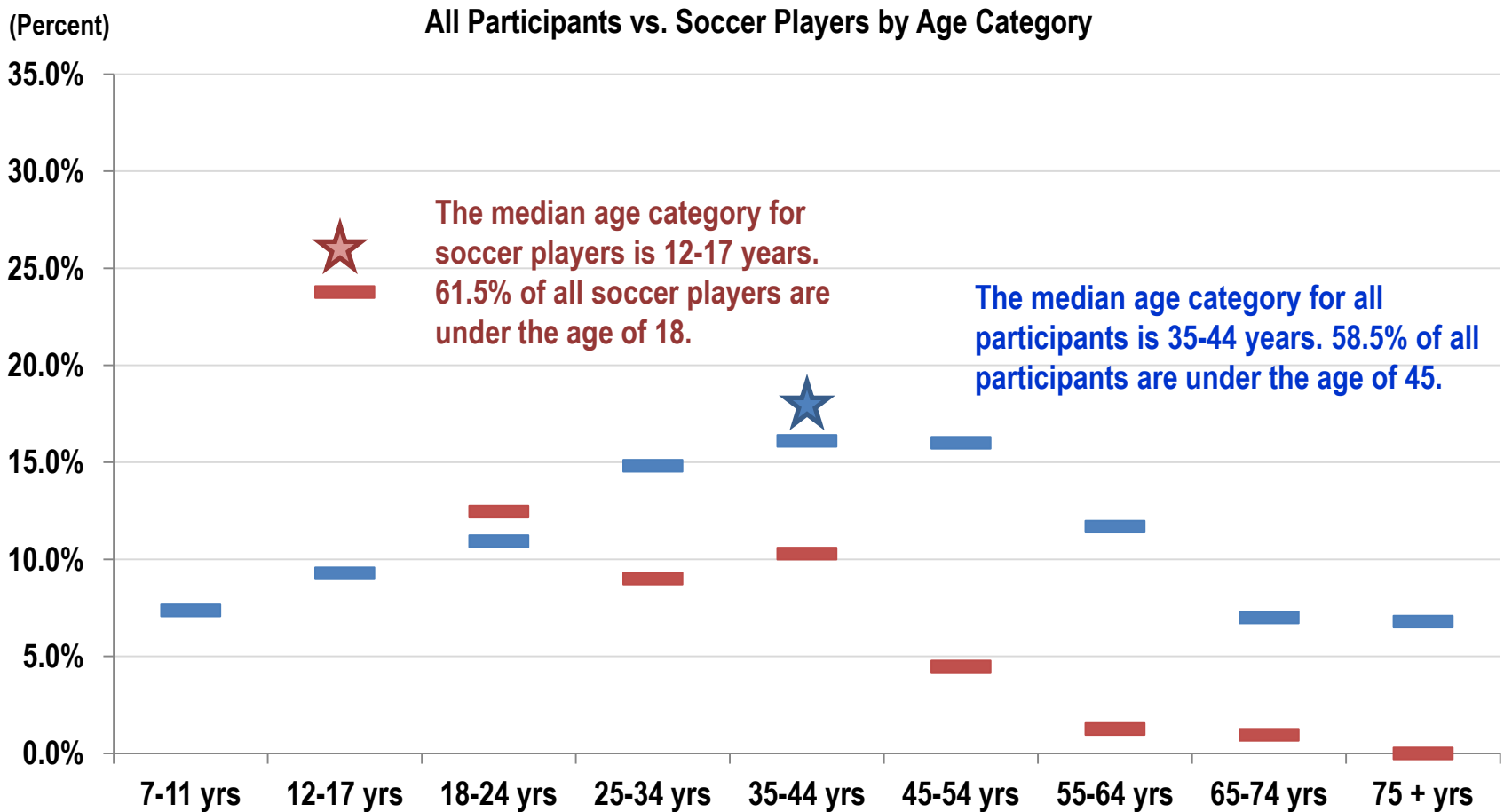
Participation by Age Category

Percent of All Participants vs. Golf



Participation by Age Category

Percent of All Participants vs. Soccer

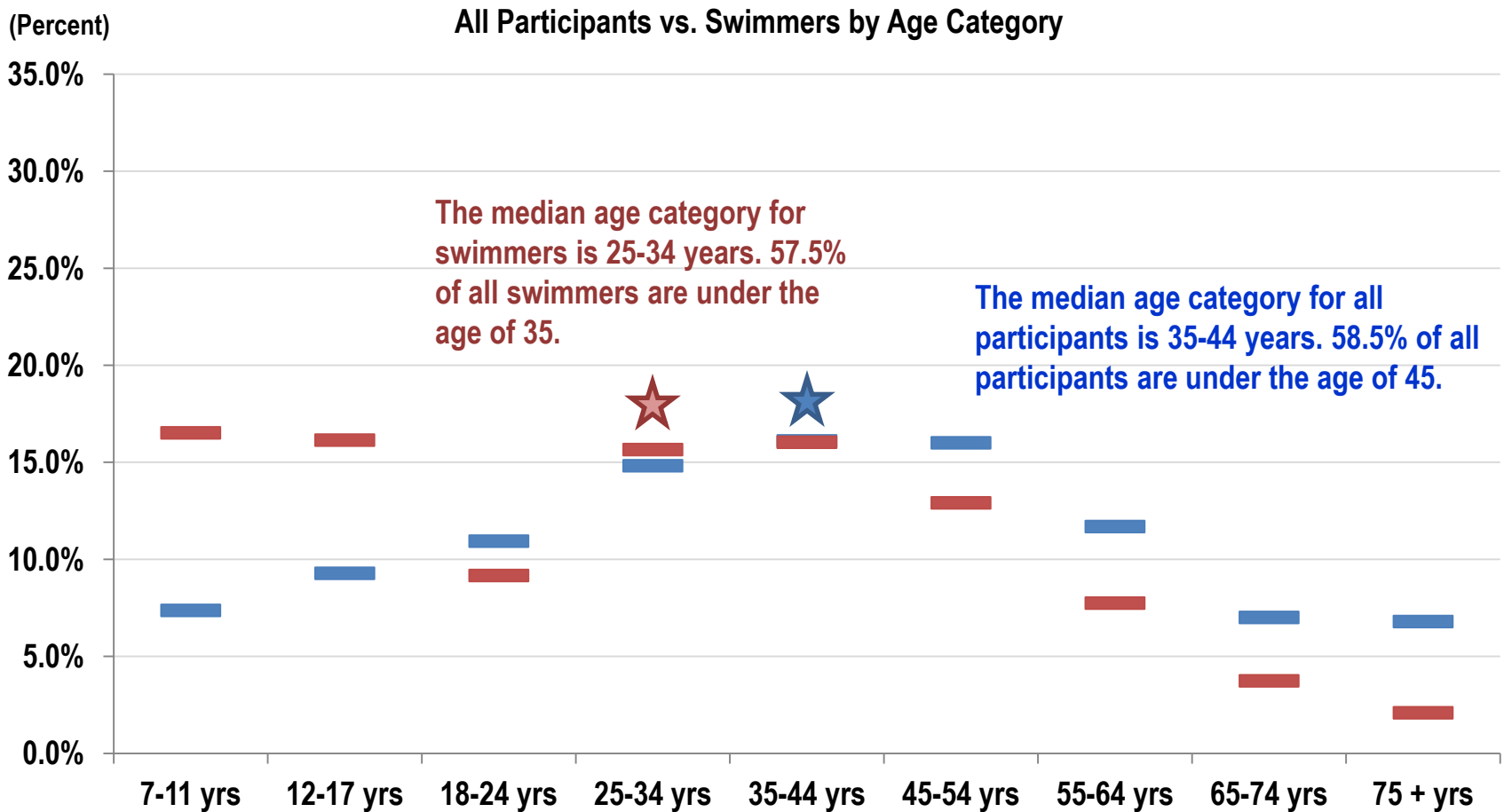


Source: 2012 Statistical Abstract, NSGA, 2009.

<http://garyhorvath.com>

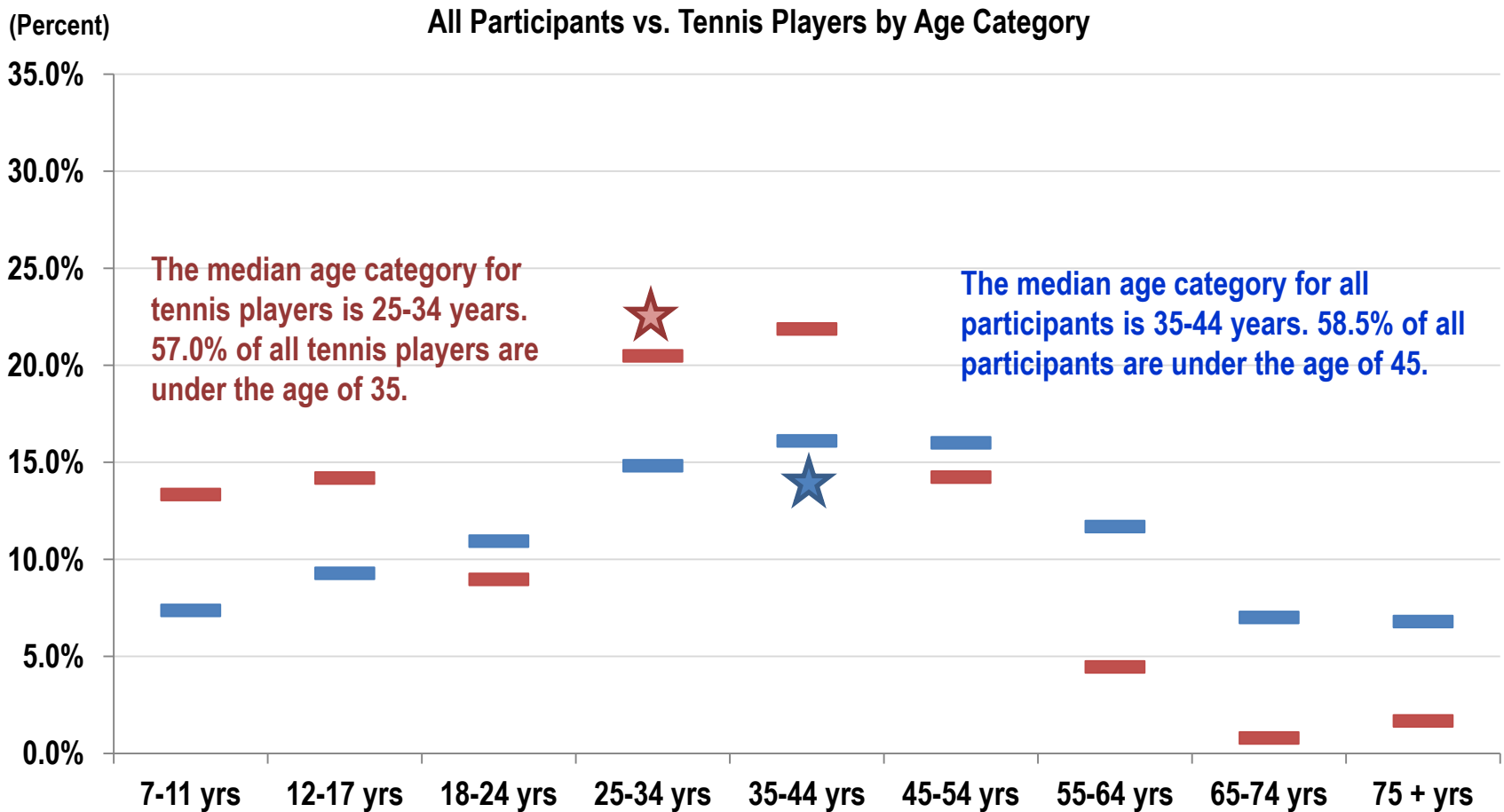
Participation by Age Category

Percent of All Participants vs. Swimmers



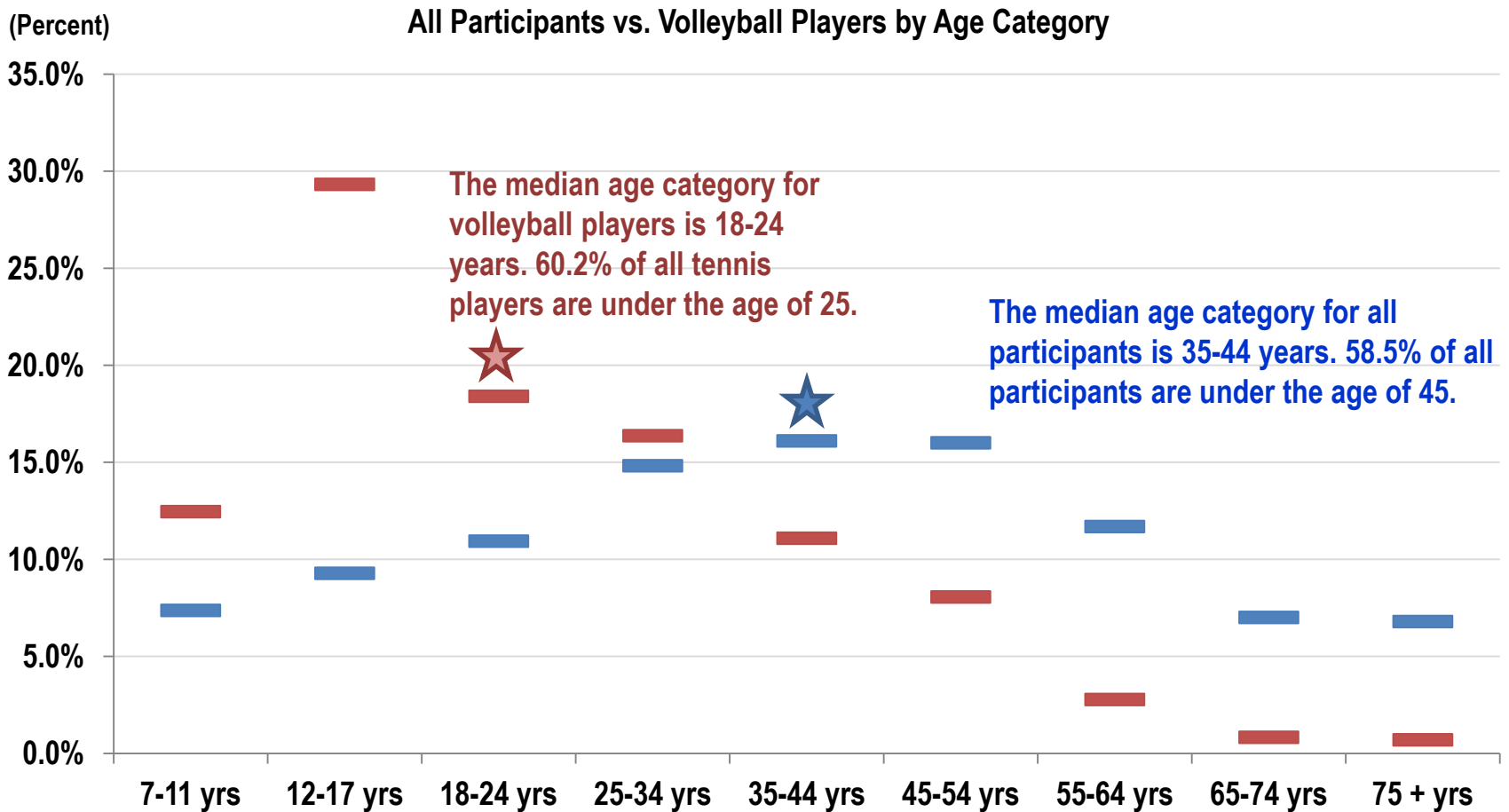
Participation by Age Category

Percent of All Participants vs. Tennis



Participation by Age Category

Percent of All Participants vs. Volleyball

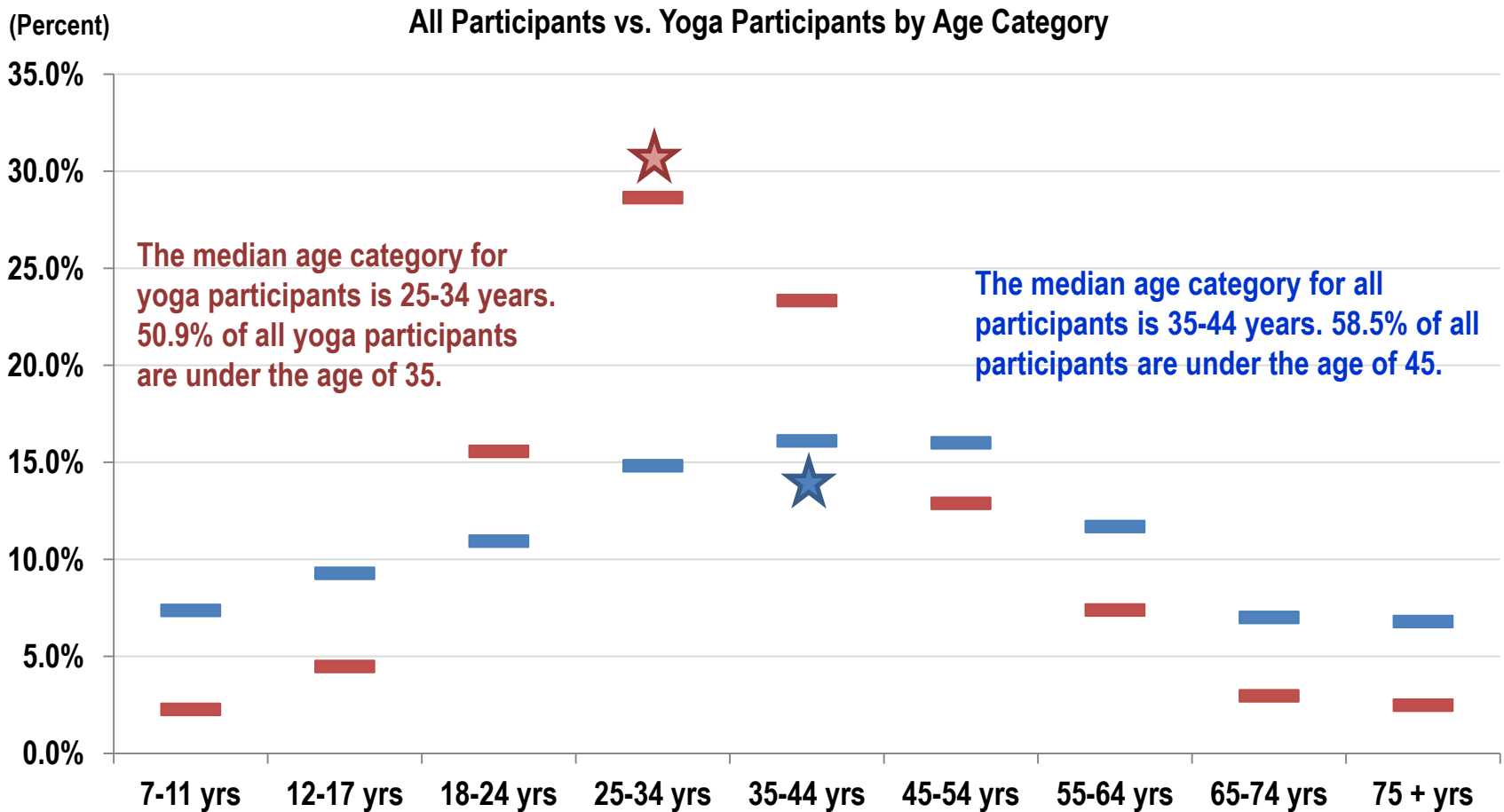


Source: 2012 Statistical Abstract, NSGA, 2009.

<http://garyhorvath.com>

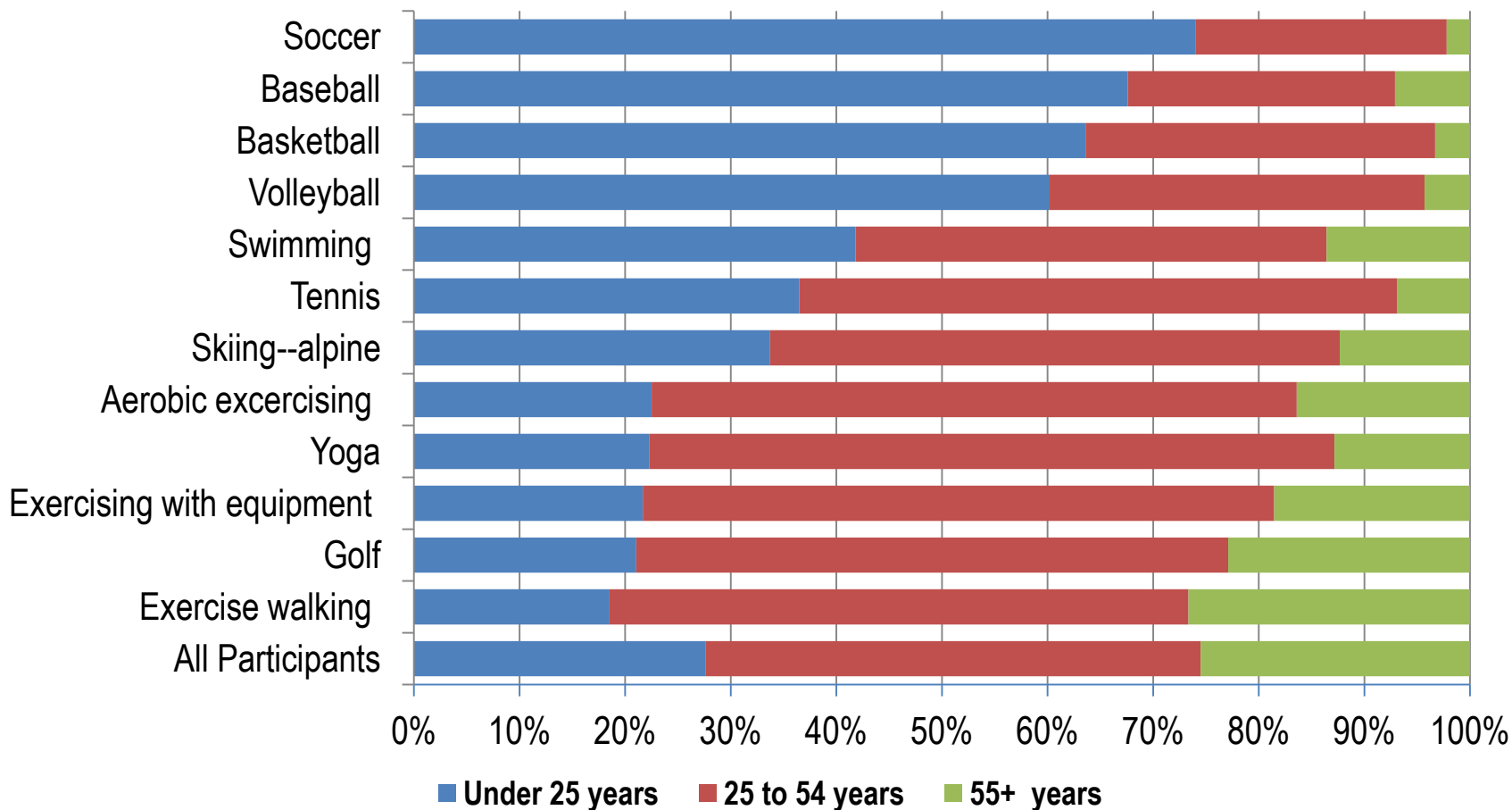
Participation by Age Category

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

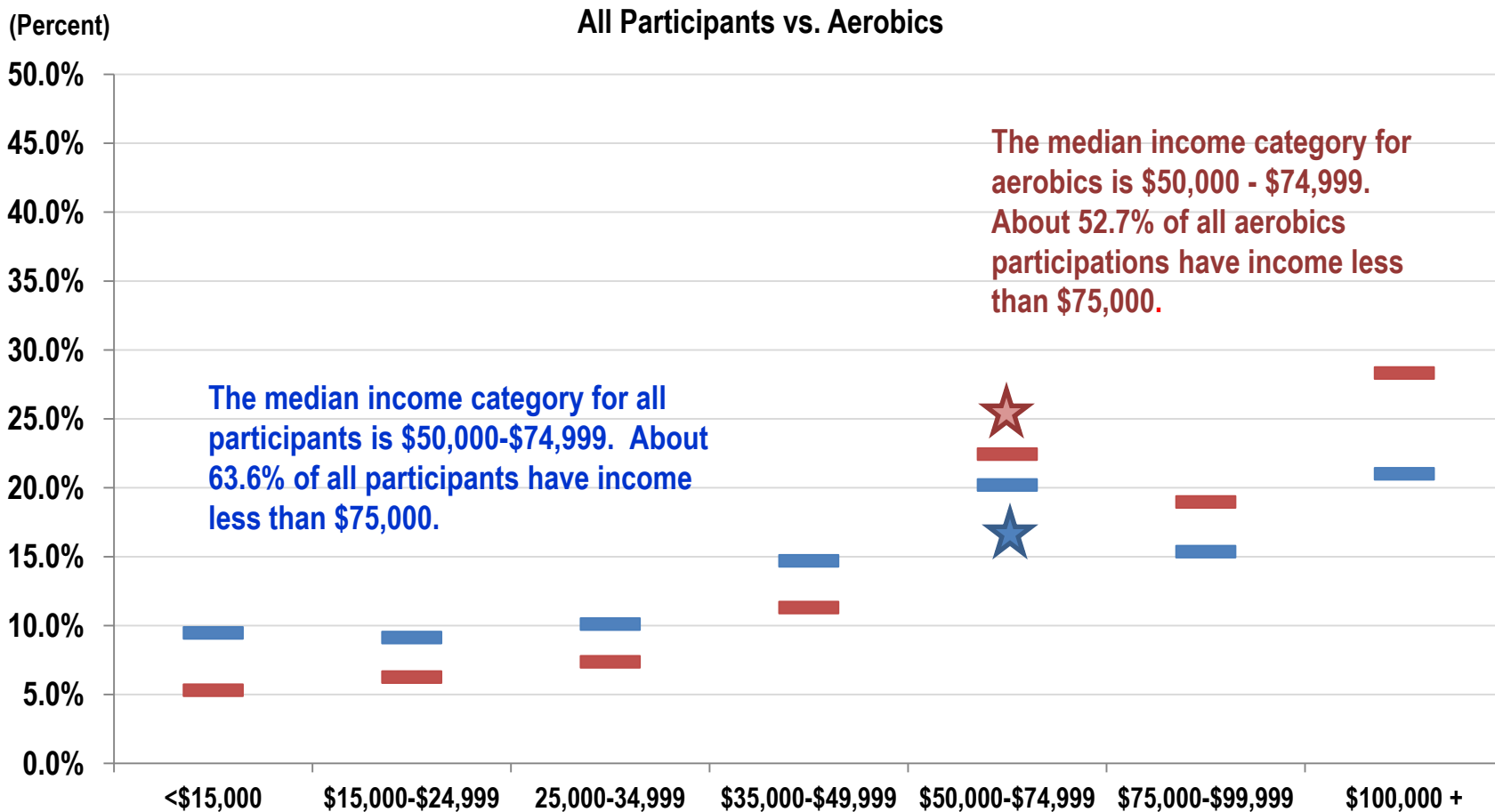
- Skiing—alpine
- Tennis
- Golf
- Soccer

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

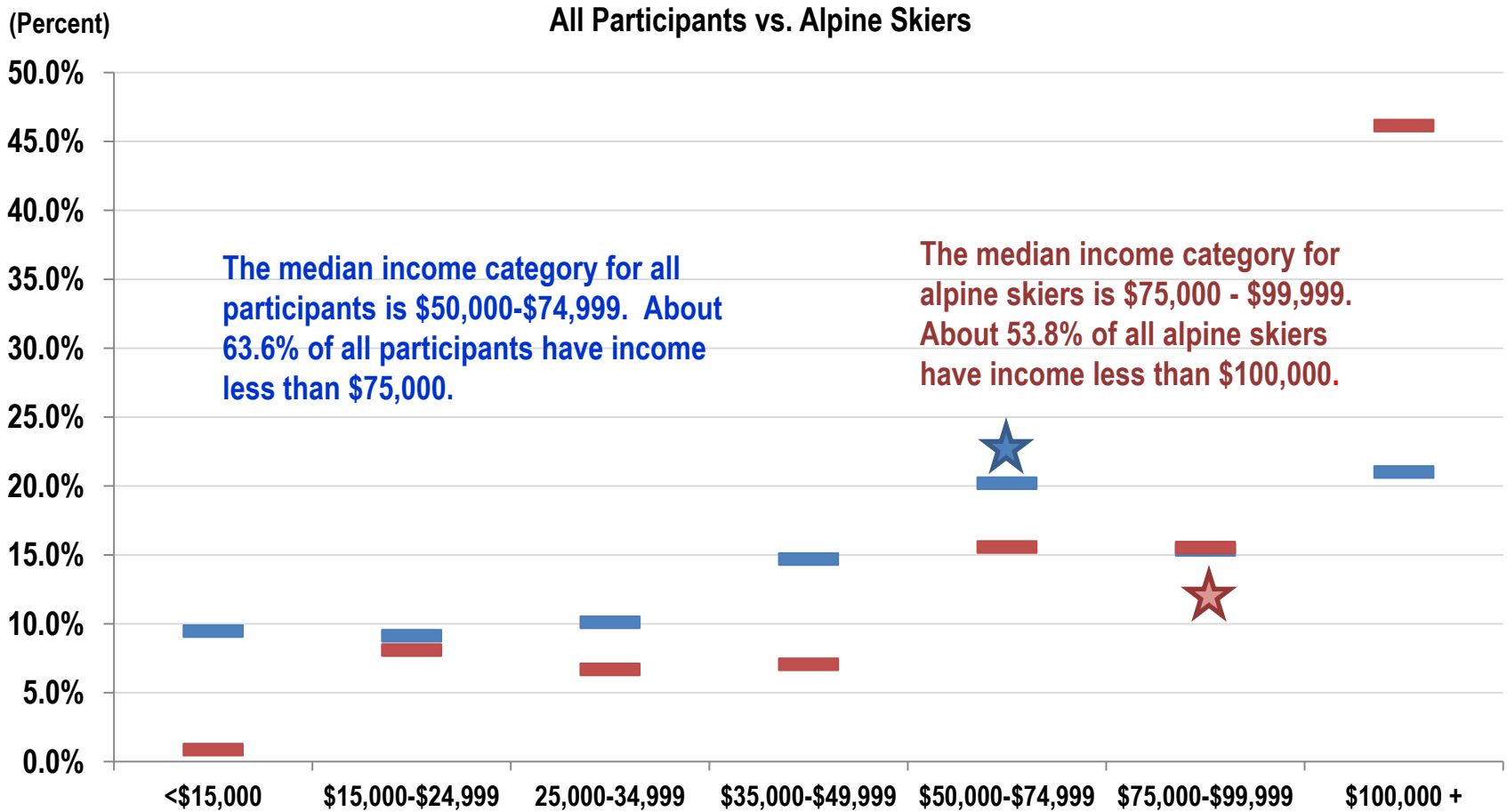
Participation by Income Category

Percent of All Participants vs. Aerobics



Participation by Income Category

Percent of All Participants vs. Alpine Skiing

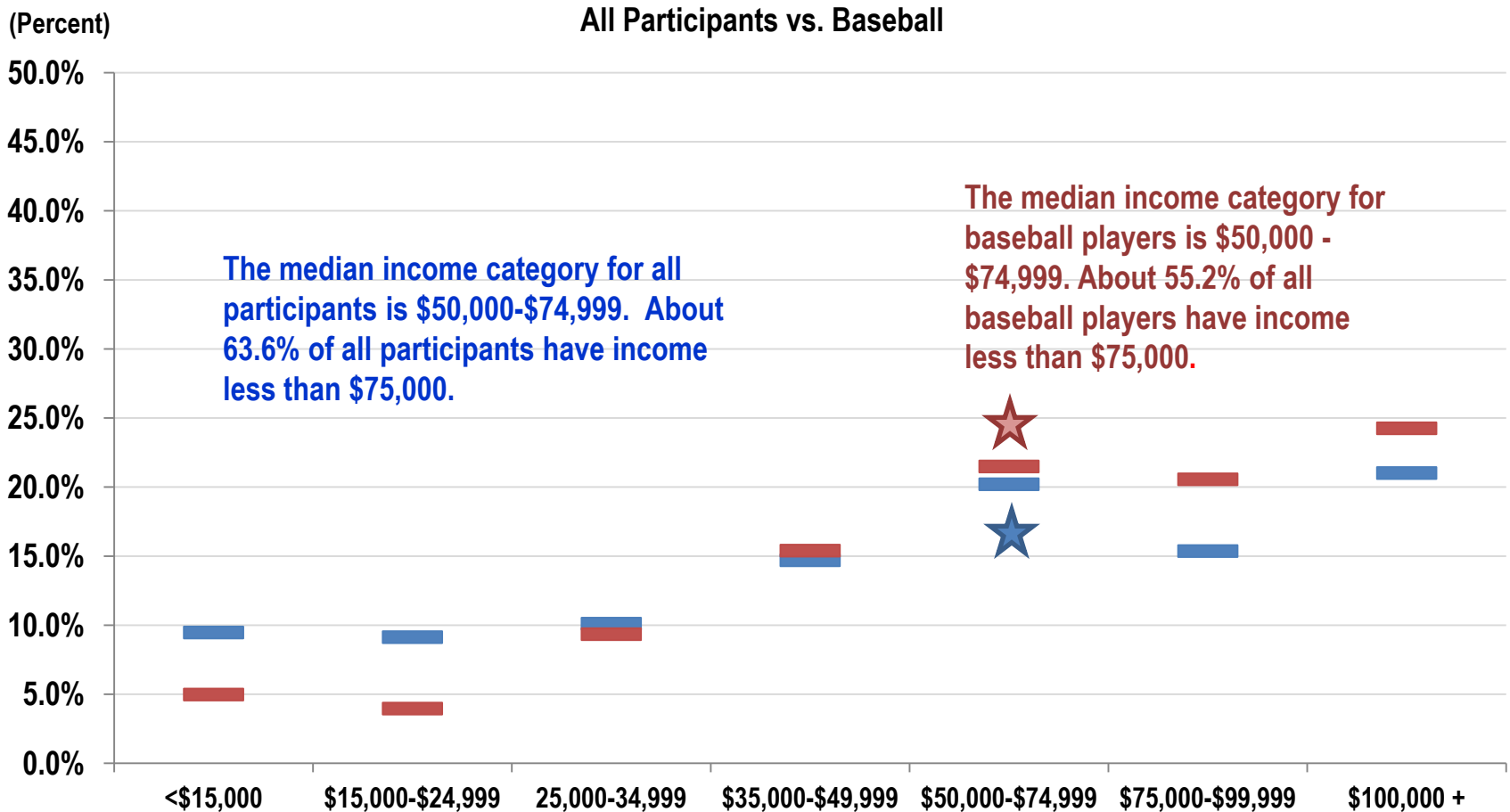


Source: 2012 Statistical Abstract, NSGA, 2009.

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Participation by Income Category

Percent of All Participants vs. Baseball

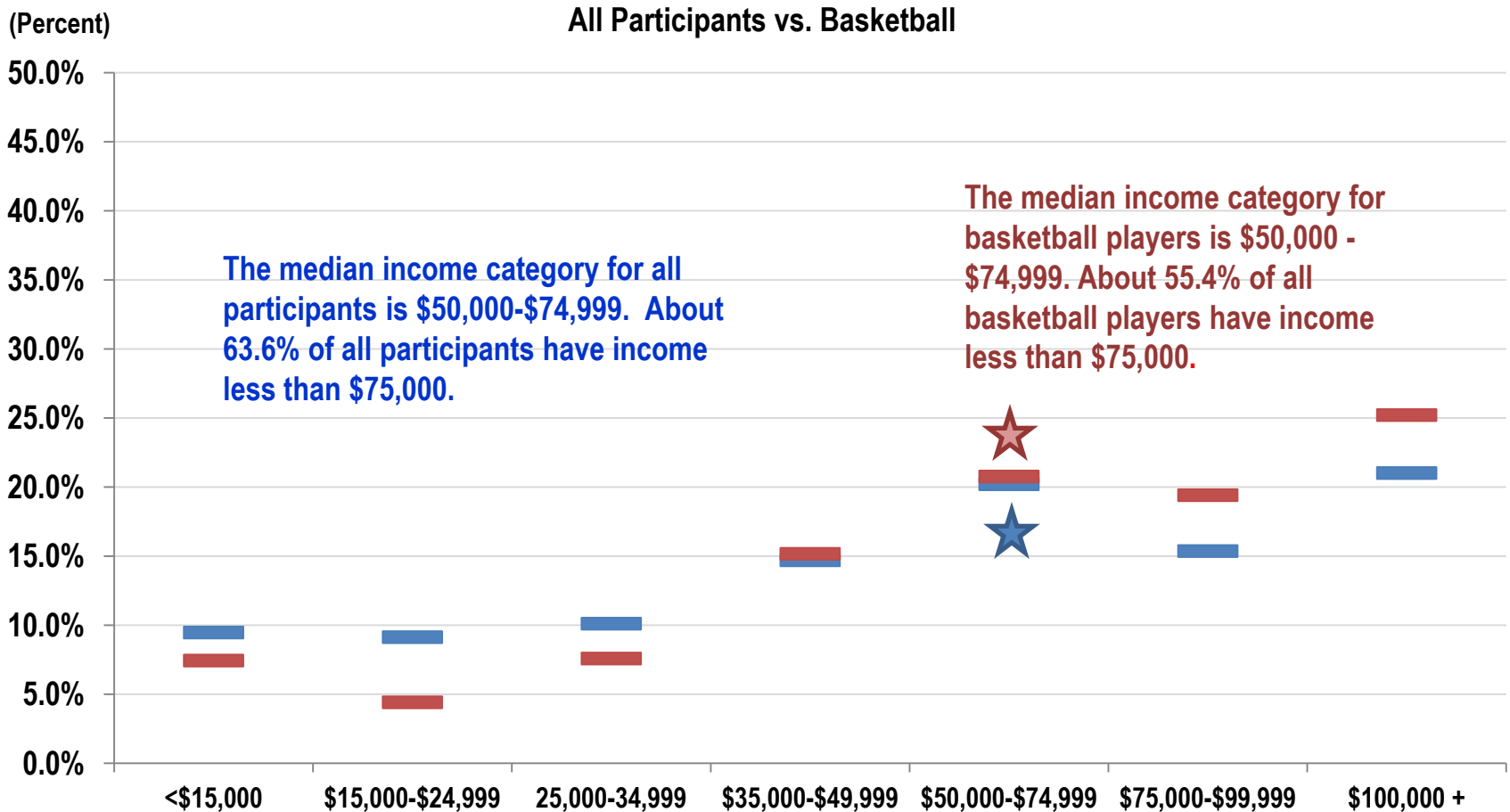


Source: 2012 Statistical Abstract, NSGA, 2009.

<http://garyhorvath.com>

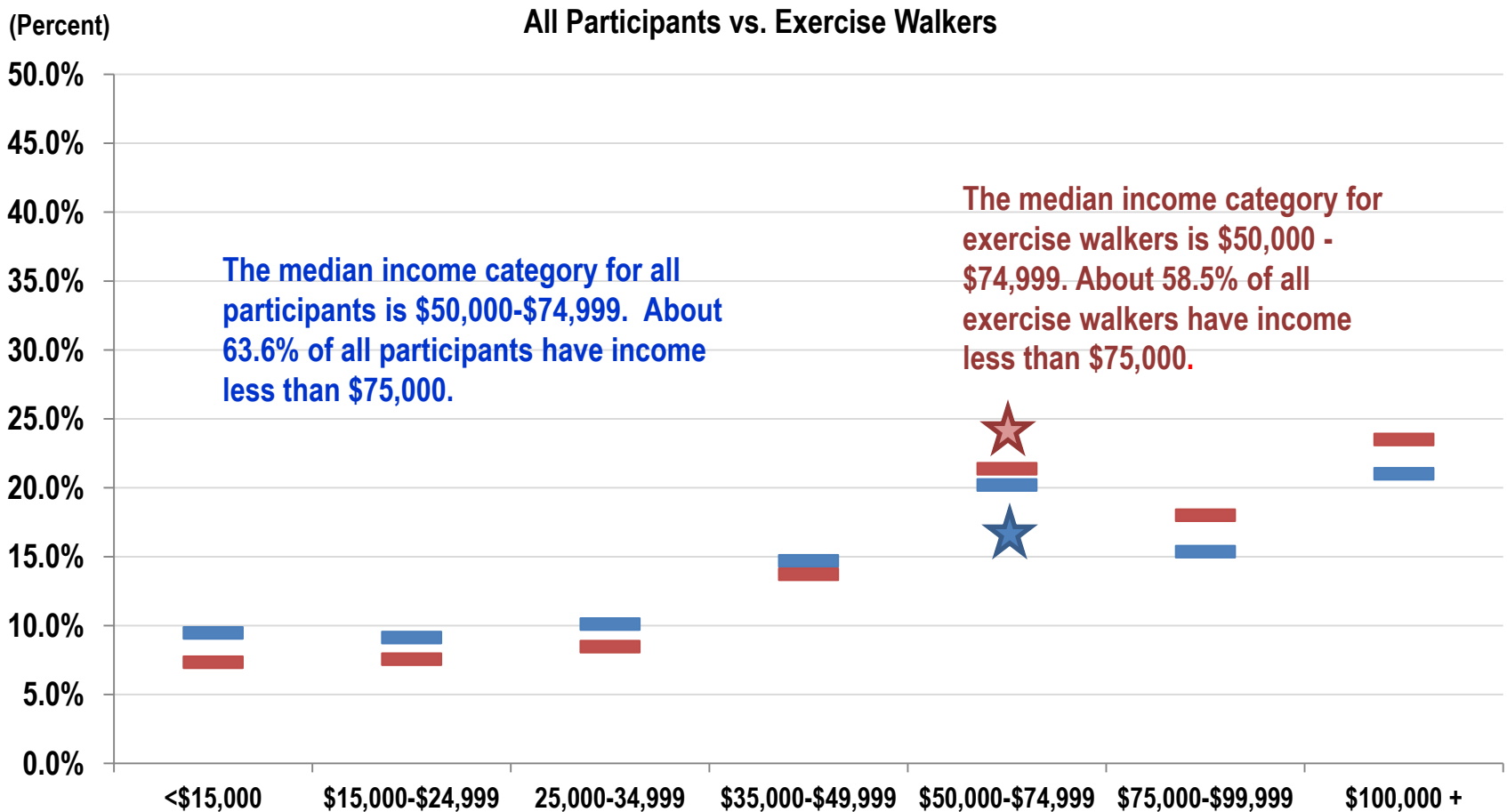
Participation by Income Category

Percent of All Participants vs. Basketball



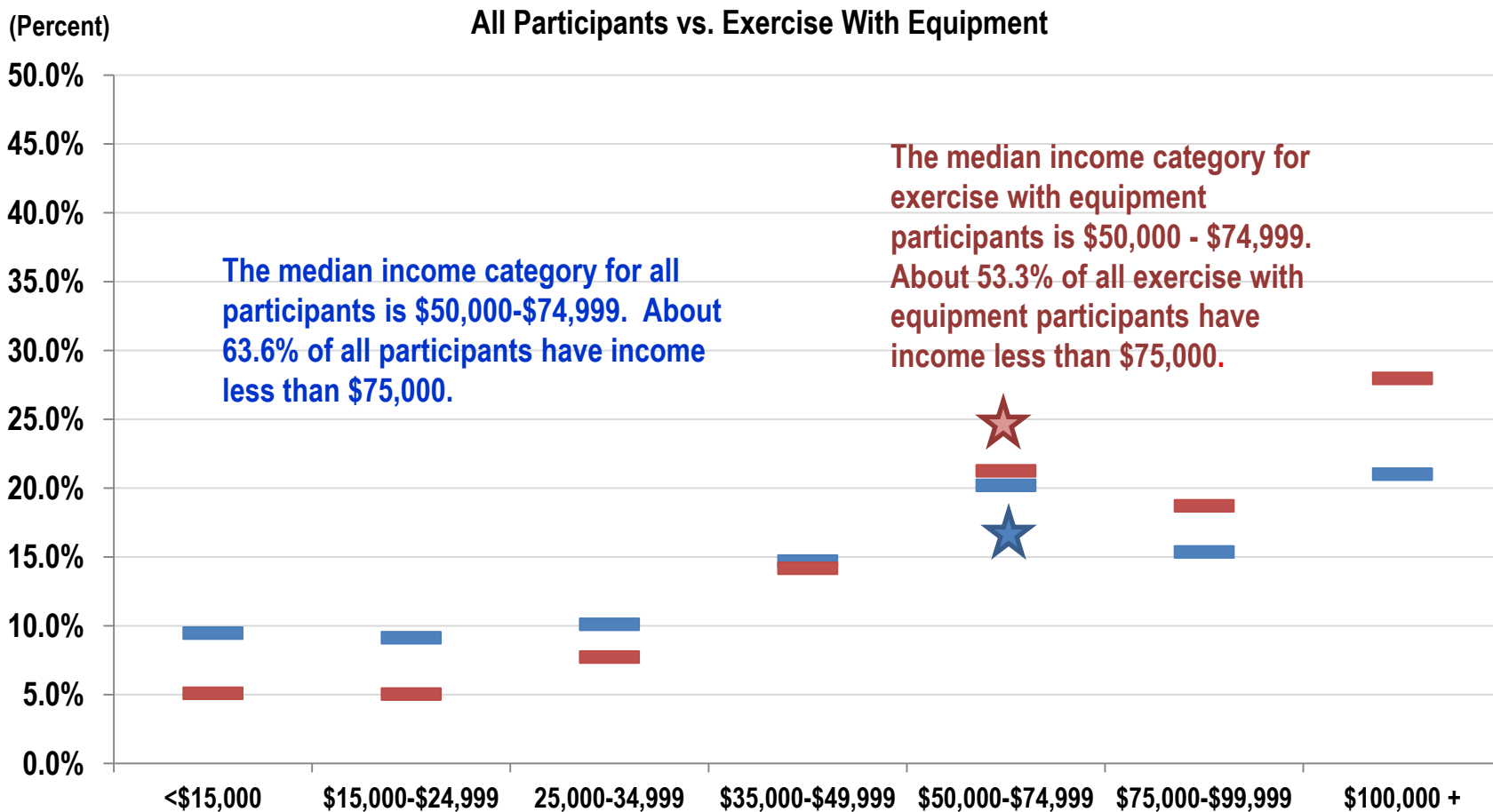
Participation by Income Category

Percent of All Participants vs. Exercise Walkers



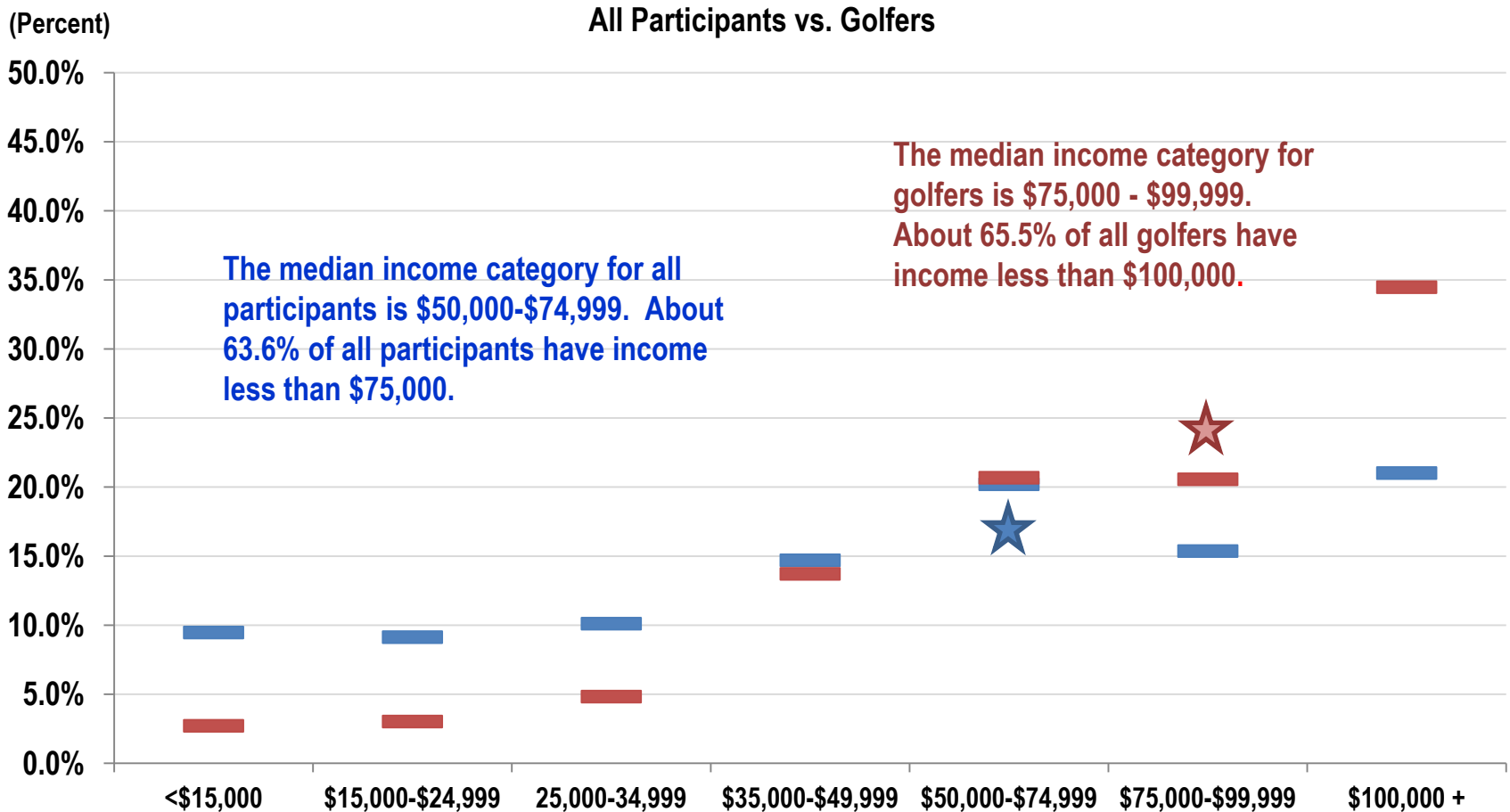
Participation by Income Category

Percent of All Participants vs. Exercise With Equipment



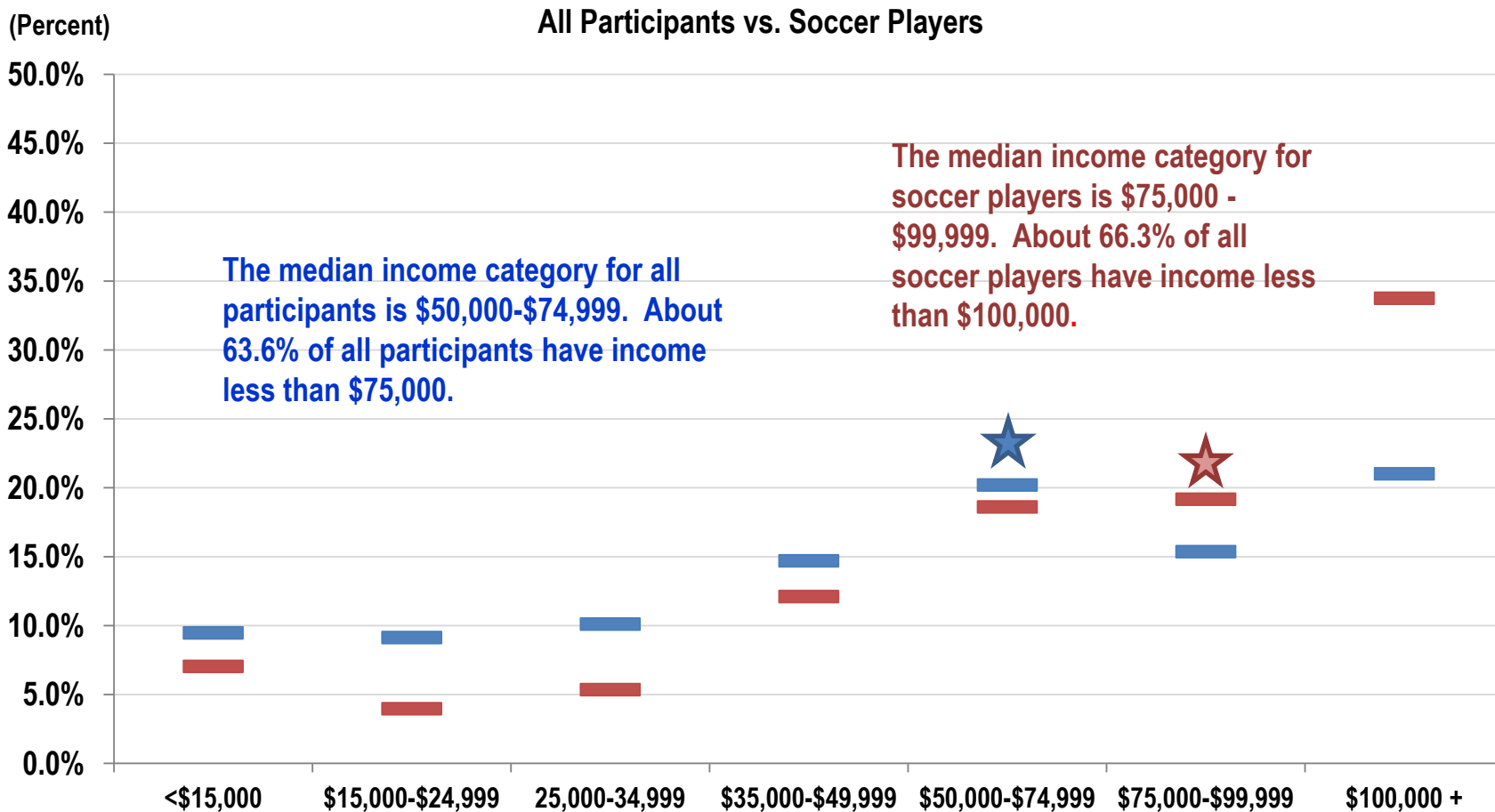
Participation by Income Category

Percent of All Participants vs. Golf



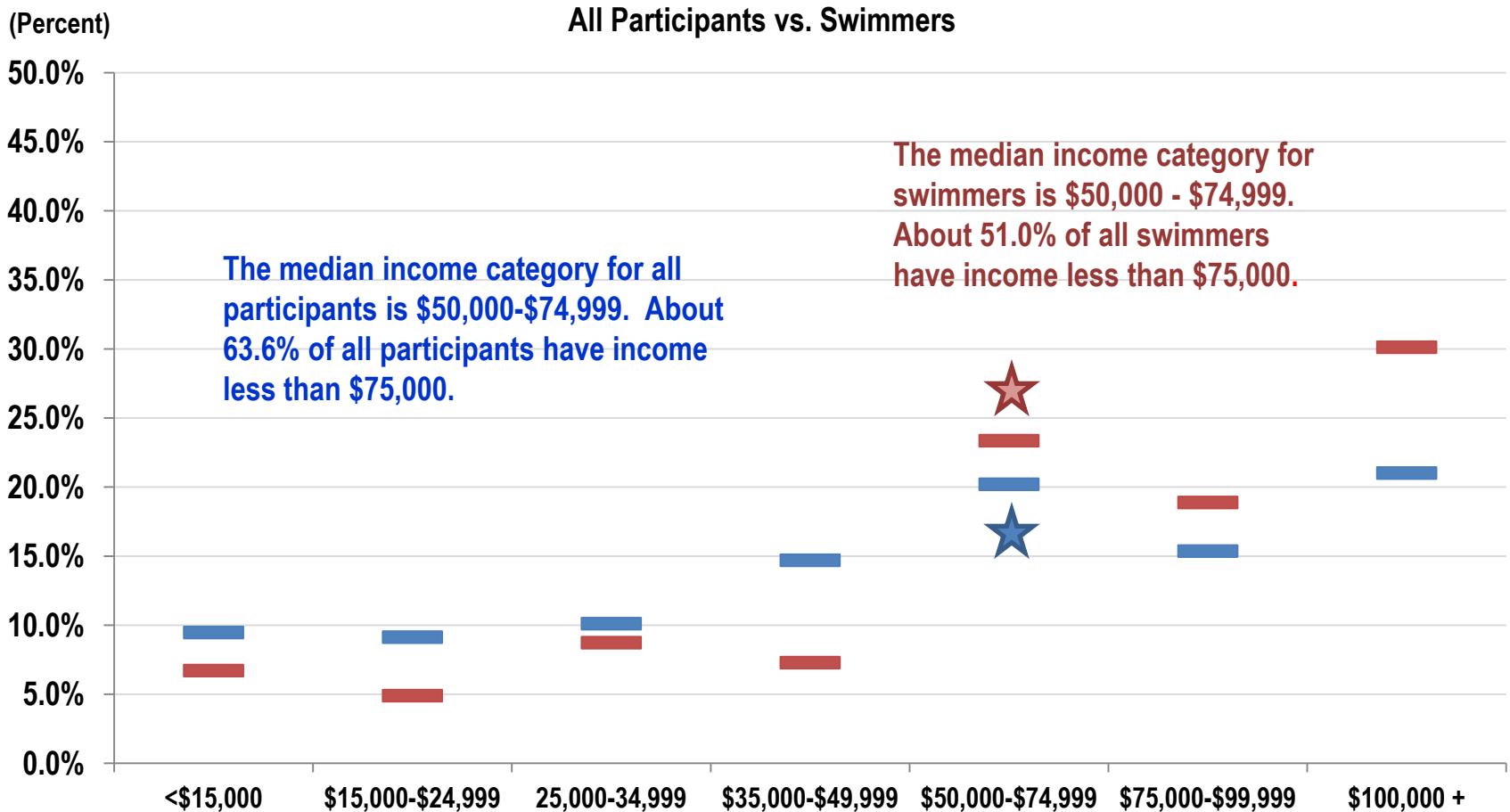
Participation by Income Category

Percent of All Participants vs. Soccer Players



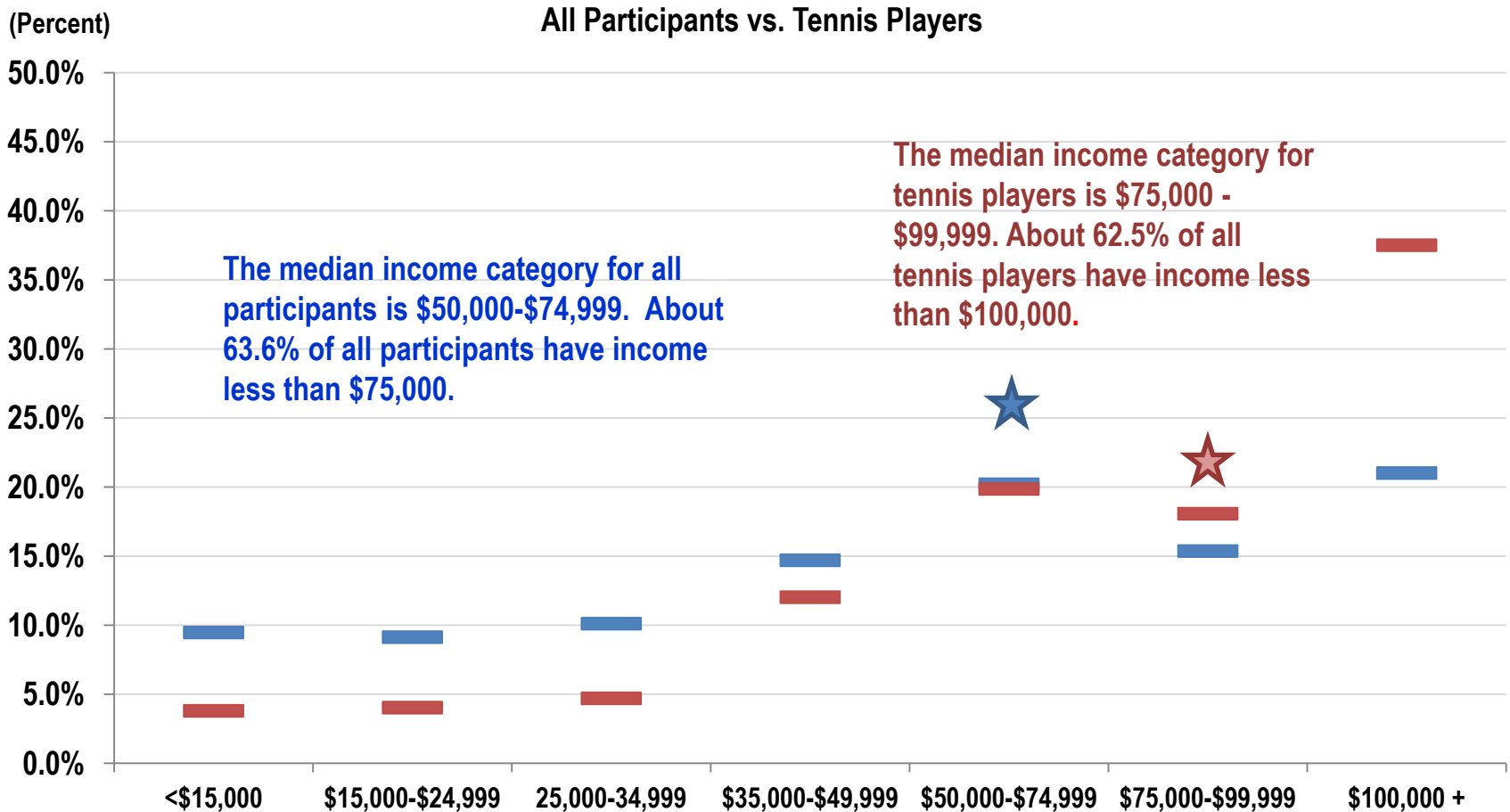
Participation by Income Category

Percent of All Participants vs. Swimmers



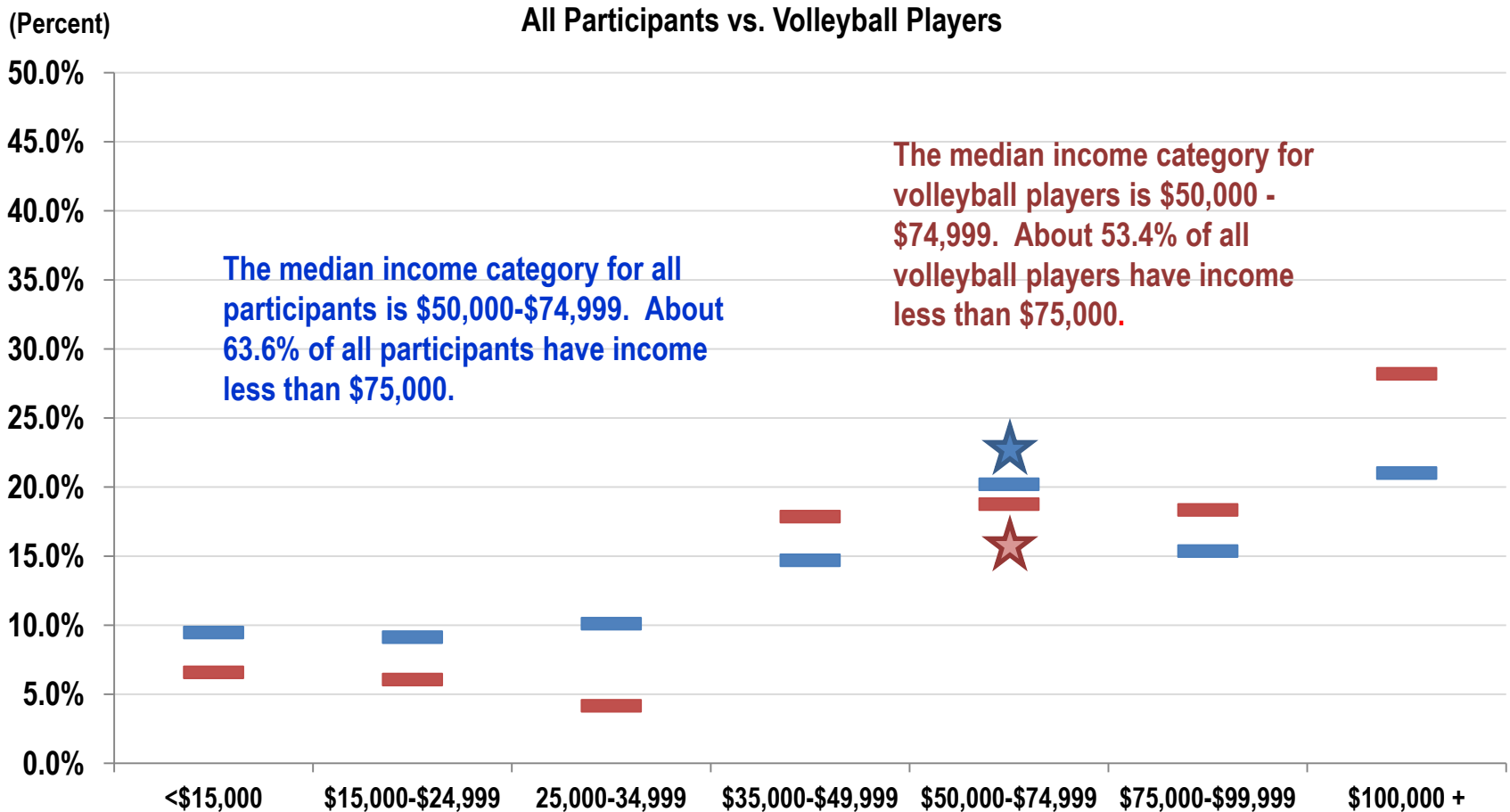
Participation by Income Category

Percent of All Participants vs. Tennis



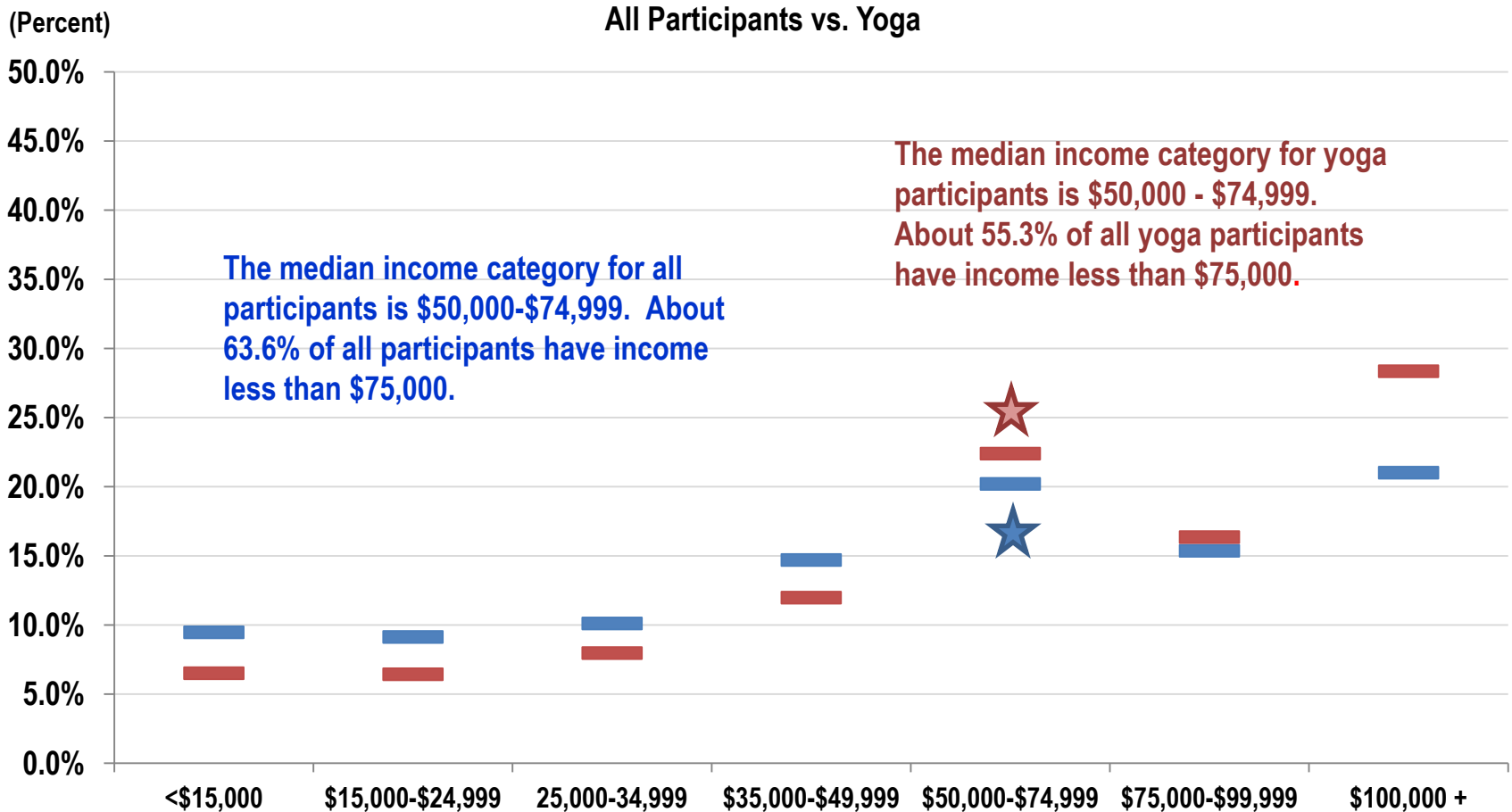
Participation by Income Category

Percent of All Participants vs. Volleyball



Participation by Income Category

Percent of All Participants vs. Yoga

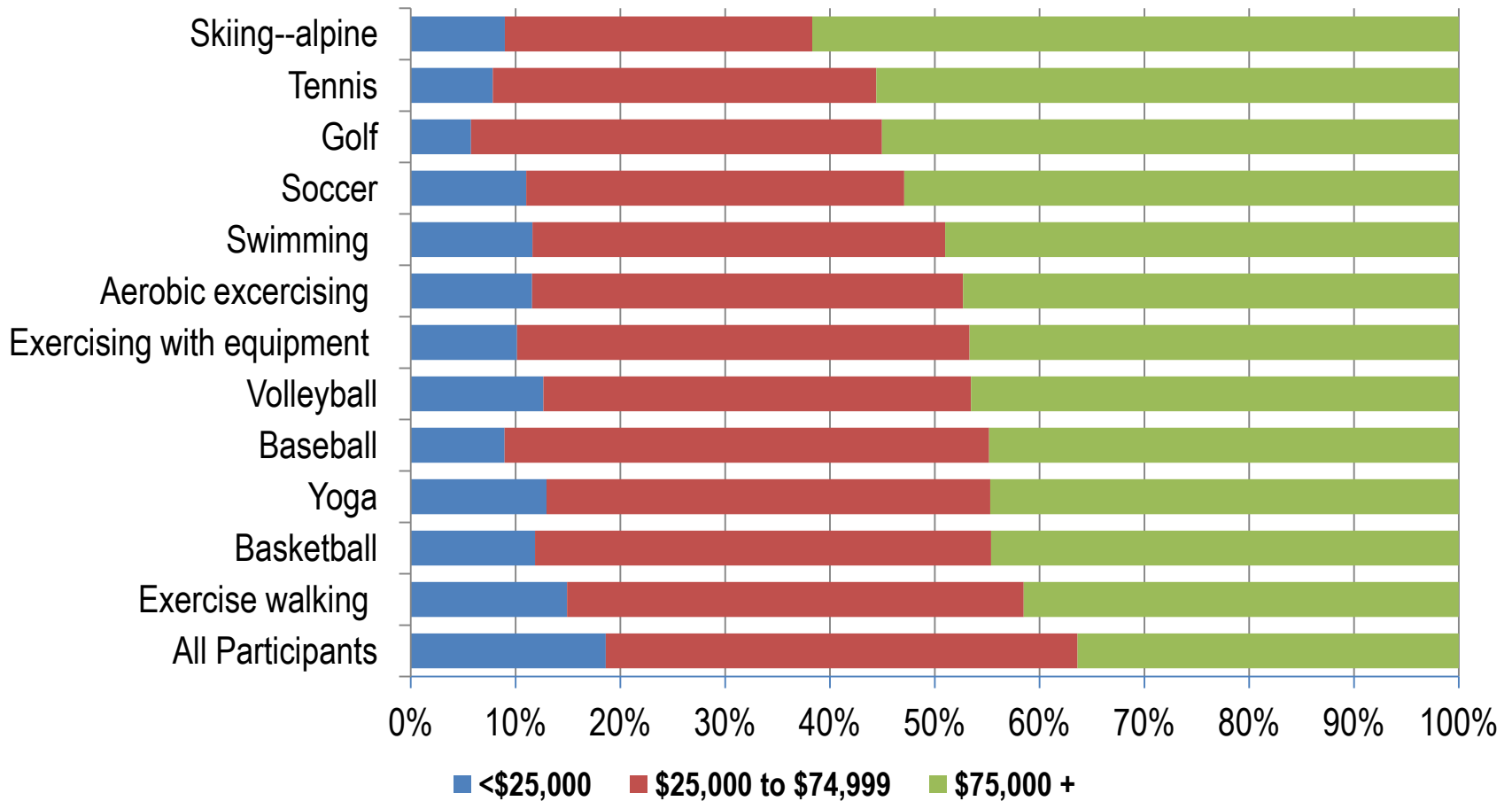


Source: 2012 Statistical Abstract, NSGA, 2009.

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Summary of Participation by Income Category

Percentage of Participants by Category



Source: 2012 Statistical Abstract, NSGA, 2009.

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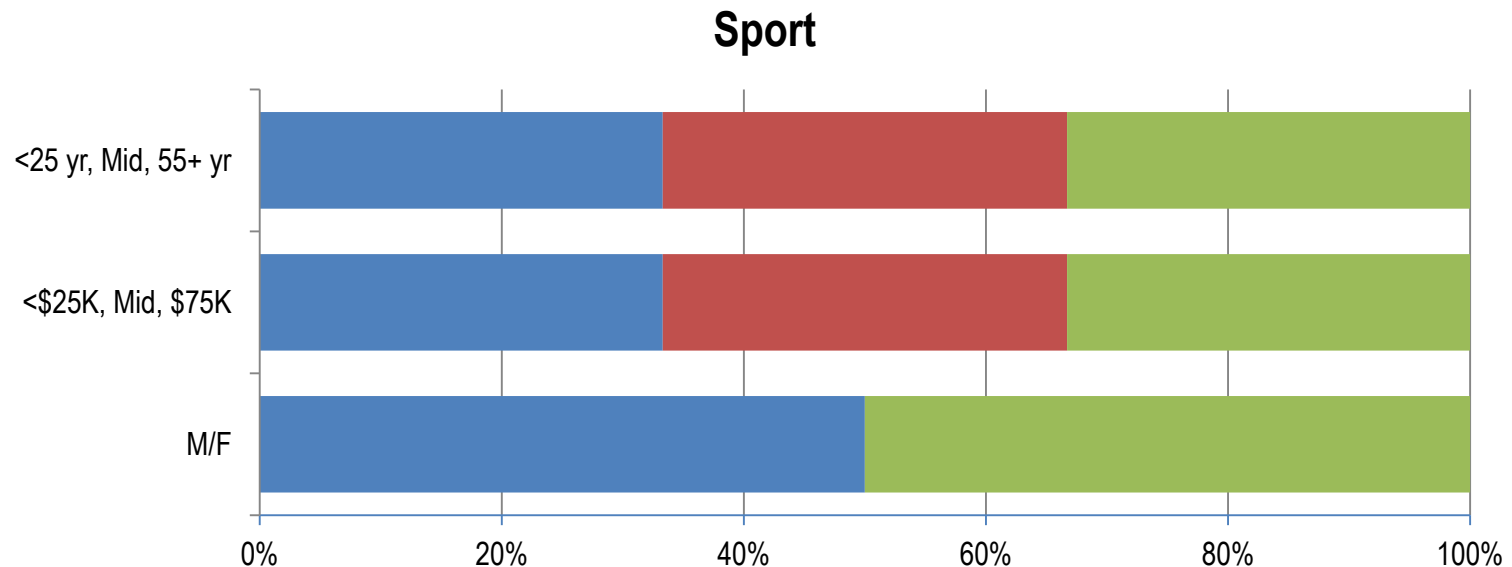


Summary by Participation by Sports and Activities

Participation by Sports and Activities

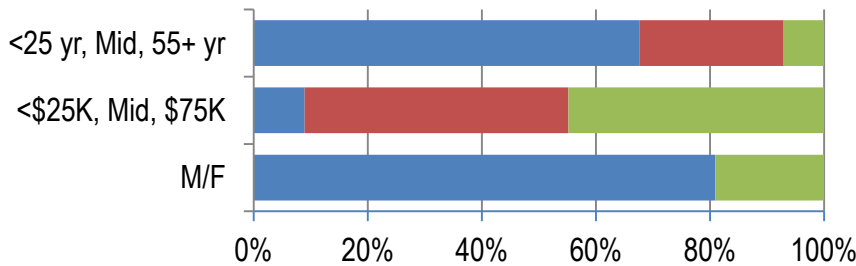
The following slides summarize participation rates by age, income, and gender for each sport.

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

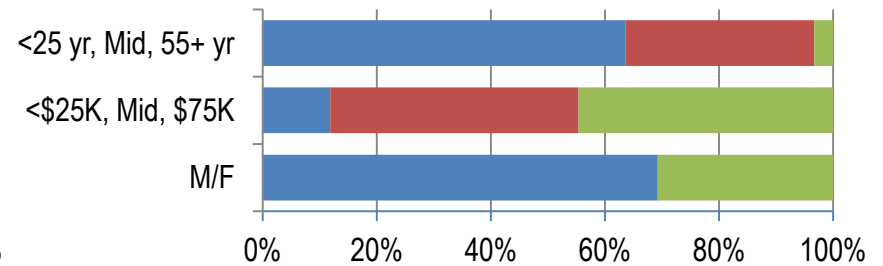


- Summary of Team Sports
- Percentage of Participants by Category

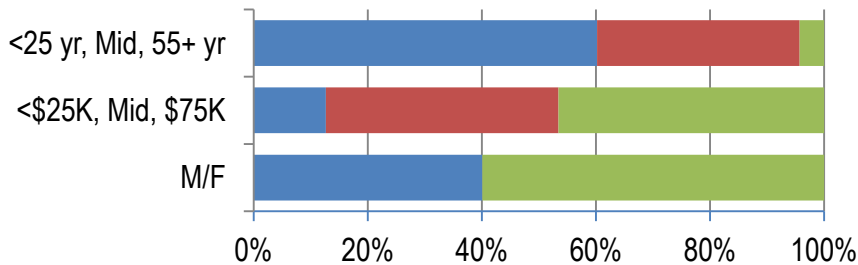
Baseball



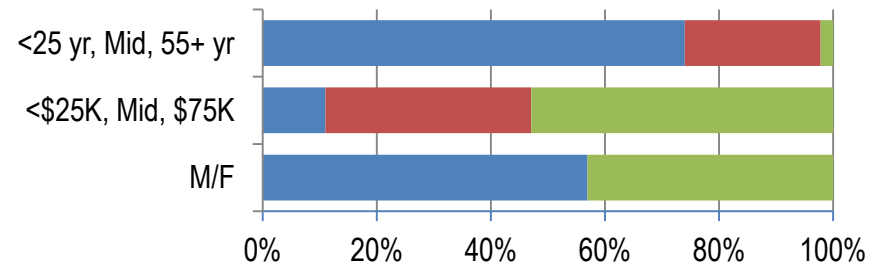
Basketball



Volleyball



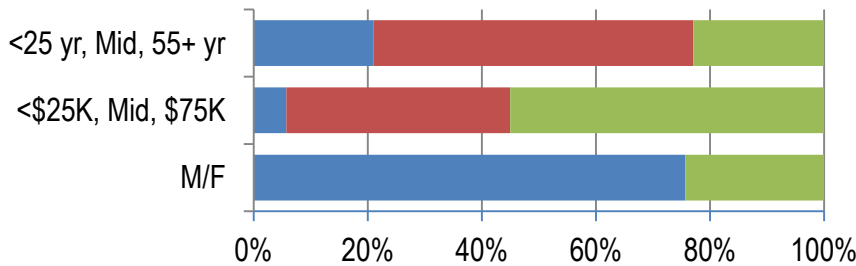
Soccer



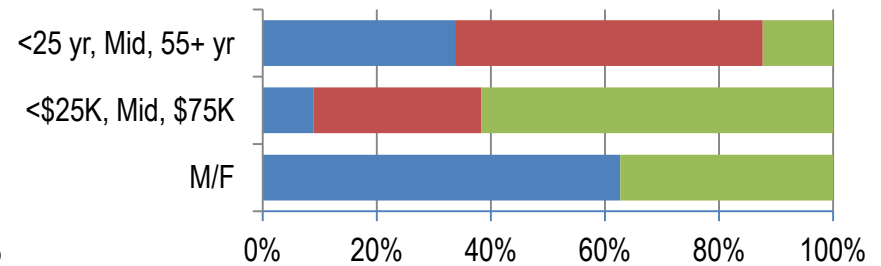
With the exception of volleyball, the majority of participants for these sports are male. These team sports are typically played by younger participants. Of the four team sports, soccer participants have the highest income.

- Summary of Individual Sports
- Percentage of Participants by Category
-

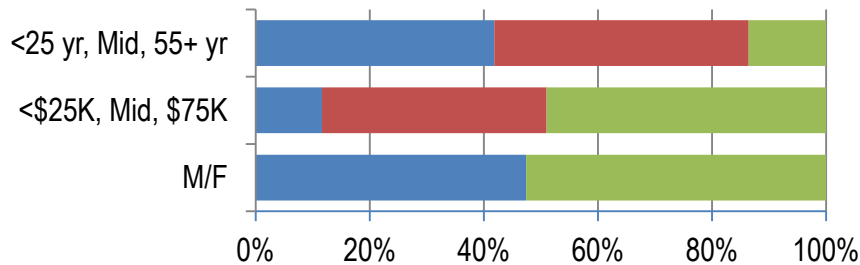
Golf



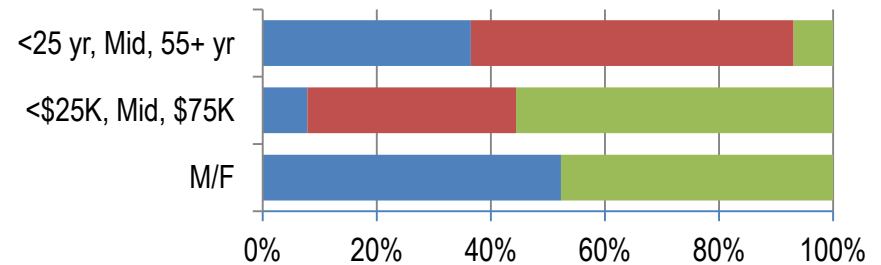
Skiing - Alpine



Swimming



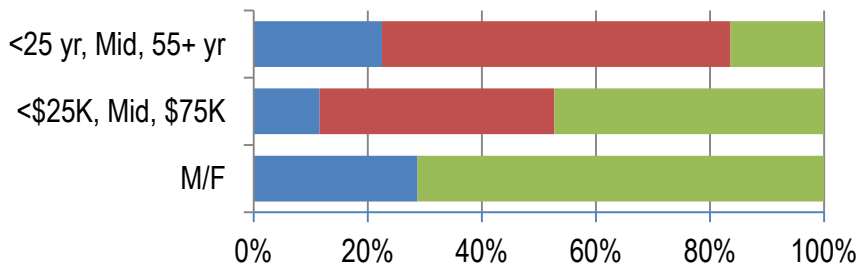
Tennis



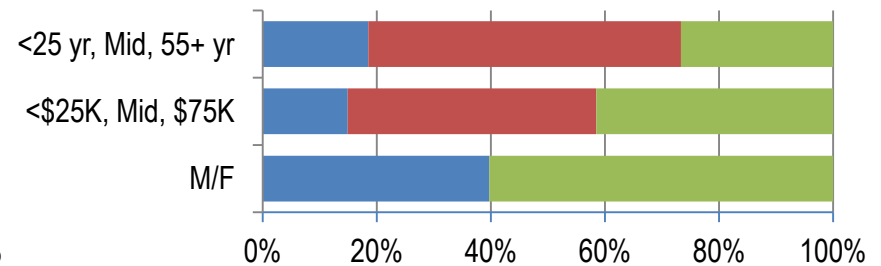
There are more male golf and skiing participants than females, while the mix of swimmers and tennis players are about equal. Ironically, there is a higher concentration of participants in the middle and younger age groups for these sports compared to team sports. With the exception of swimming, more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

- Summary of Leisure Activities
- Percentage of Participants by Category

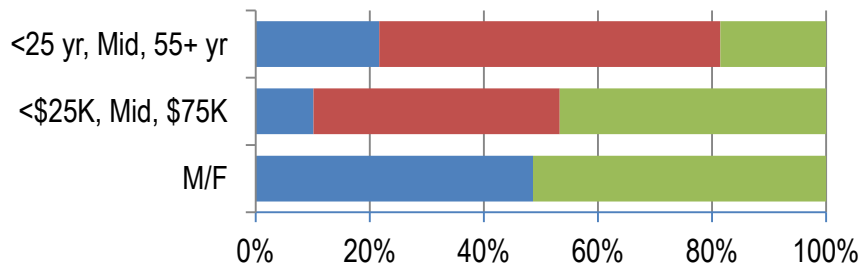
Aerobic Exercising



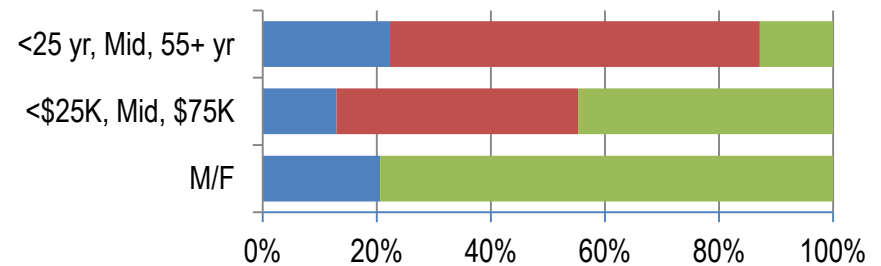
Exercise Walking



Exercising with Equipment



Yoga



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.

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

This analysis is for informational purposes only. Any opinions or interpretations of data are those of the presenter. As such, they do not represent the viewpoints of any group or particular organization.

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