2019 Physical Activity Council’s Overview Report on U.S. Participation

The Physical Activity Council’s annual study tracking sports, fitness, and recreation participation in the U.S.
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Your guide through the 2019 Participation Report

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How the 2019 report research was conducted

This Overview Report from the Physical Activity Council (PAC) is produced by a partnership of eight of the major trade associations in U.S. sports, fitness, and leisure industries. Each partner produces more detailed reports on their specific areas of interest, but this Overview Report summarizes “topline” data on levels of activity in the U.S. The overall aim of this report is to establish levels of activity and identify key trends in sports, fitness, and recreation participation. For more detailed results, please contact the specific industry partner on the following page.

During 2018, a total of 20,069 online interviews were carried out with a nationwide sample of individuals from the U.S. Online Panel of over one million people operated by IPSOS. The total panel is maintained to be representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2018 participation survey sample size of 20,069 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 US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, population density, and panel join date. The total population figure used was 300,652,039 people age six and older.

“Inactivity” was defined to include those participants who reported no physical activity in 2018 and an additional 17 activities that require minimal to no physical exertion.

Data reported for “winter sports” are based on seasons: 2013 year is 2012/2013 season, 2014 year is 2013/2014 season, 2015 year is 2014/2015 season, 2016 year is 2015/2016 season, 2017 year is 2016/2017 season, and 2018 year is 2017/2018 season.

Data trends published in previous reports may not match up to data published in this report. Due to changes in the activity list over the years, the data for inactivity and activity categories were recalculated.

Included with the data this year are some quotes taken from the research. Respondents were asked to describe which activity, if any, they identify with and to explain why they identify with that activity.
Each year, the Physical Activity Council (PAC) conducts the largest single-source research study of sports, recreation, and leisure activity participation in the U.S. The PAC is made up of eight of the leading sports and manufacturer associations who are dedicated to growing participation in their respective sports and activities.

These leading trade and industry associations are dedicated to providing the most comprehensive, accurate, and actionable database of participation data. The study looks at 121 different sports and activities in a variety of sub categories including, but not limited to: team and individual sports, outdoor sports and activities like camping, hunting, and fishing; fitness and exercise, action sports, golf, tennis, and much more.

The data, dating back as far as 2007, is representative of the U.S. population ages six and older. Universally accepted research practices are used to ensure data is obtained from traditionally under responding segments of the population. Please contact any of the individual members of the PAC or Sports Marketing Surveys to learn more about the study and other available data.

If you have specific questions regarding the methodology, please contact Sports Marketing Surveys USA at info@sportsmarketingsurveysusa.com.

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

- **CLUB/INSTITUTIONAL FITNESS**: International Health, Racquet, and Sportsclub Association (IHRSA) www.ihrsa.org P: (617) 951-0055
- **GOLF**: National Golf Foundation (NGF) www.ngf.org P: (561) 744-6006
- **OUTDOOR ACTIVITIES/SPORTS**: Outdoor Foundation (OF) www.outdoorfoundation.org P: (202) 271-3252
- **SNOW SPORTS**: Snowsports Industries of America (SIA) www.snowsports.org P: (435) 657-5140
- **TEAM SPORTS/INDIVIDUAL SPORTS/GENERAL FITNESS/WATER SPORTS**: Sports & Fitness Industry Association (SFIA) www.sfia.org P: (301) 495-6321
- **FOOTBALL**: USA Football www.usafootball.com P: (317) 489-4417
- **TENNIS**: Tennis Industry Association (TIA) and United States Tennis Association (USTA) www.tennisindustry.org P: (843) 686-3036
2013-2018 Activity Trends
Overall participation levels in the U.S.

Total Actives Across 6 Years
U.S. Population, Ages 6+

In 2018, overall activity continued its steady climb, gaining 1.6 million participants from 2017. Since 2013, 1.1 million participants, on average, either started or returned to some type of physical activity. While the participation rate appeared flat, this was due to the increase in the overall population year after year. While the population ages 6+ increased, so did the rate of activity. This trend remained hopeful, showing fitness was again being integrated back into the fabric of the daily lives of Americans.

“I enjoy hiking and walking and do this several times each week, rain or snow…”
Male, 53
2013-2018 Activity Trends
A breakdown of activity levels over time

Inactive to Healthy Active Across 6 Years
U.S. Population, Ages 6+

When considering the intensity of the activity, 35.9% or 10.8 million Americans ages 6+ participated in high calorie burning activities in 2018. Participates in this category reported engaging in high calorie activities at least three times per week. These activities, when engaged for at least 20 minutes, raised the heart rate to enable calorie burning, fat shredding, and promoted cardiovascular functions. Those who did these activities “casually,” meaning, participating in a high calorie burning activity once or twice a week, account for 18.9%, or 56.9 million, Americans. When considered together, over 50% of Americans ages 6+ participated in at least one high calorie activity at minimum once a week. While this rate of activity doesn’t quite meet the recommended 150 minutes (5 times at 30-minute intervals) per week, there were 4.8 million more people participating in high calorie activities compared to 2013. This growth was a positive movement in the right direction.

“I like the feeling when you get to your goal plus the cardio that provides to my heart and it’s interesting to meet new people that like that too.”
-Female, 29

![Chart showing activity trends from 2013 to 2018.](image)
2013-2018 Participation Trends
A look at physical activity participation by year

Total Participation Rate by Activity Category

U.S. Population, Ages 6+

Compared to 2013, all activity categories have gained in participation. Fitness and outdoor based activities have increased the most; averaging 1.9% growth over a six-year span. Class-based exercises, such as high impact/intensity training, cross-training, barre, and yoga; cardio equipment usage, such as rowing and stair-climbing machines; and using kettlebells, increased at least 3.5%. The following outdoor activities gained a minimum of 7% average annual increases; trail running, cross-country skiing, stand-up paddling, and hiking. These changes suggested that Americans were adding in a calorie burning exercises into their already established activities.

“I consider myself a hiker and mountain biker. I like to submerge myself in nature to recharge on life.” –Female, 31

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Participation by Generation
A look at activity levels by generation

Participation Rates Segmented by Generations
U.S. Population, Ages 6+

With an aging population, Boomers tend to focus on low impact, minimal calorie burning activities such as walking for fitness and golf.

Due to time constraints from work and family responsibilities, Gen X has increased the most in inactivity.

Over 60% of Millennials are involved in some form of high calorie activity. This group tend to participate in more diverse activities while restraining from core engagement.

The most active group, 70% of Gen Z engaged in a high calorie activity. While 18% remained inactive. However, this inactivity rate decreased 1.1% on average over the last 6 years.
Participation by Generation

Types of activity participation by generation

Activity Category Segmented by Generations

U.S. Population, Ages 6+

Standing out amongst the categories were the Gen Z domination in team sports. Over half of this generation participated in a team sport during 2018. When digging deeper, a disappointing trend appeared. Gen Z team sport participation declined over the last 6 years, losing 0.2% on average annually. Luckily, this generation hasn’t fallen completely off the active bandwagon. Their focus turned to fitness sports which gained 5.2% since 2013. While this activity category was dominated by Gen X six years ago (65.5% part rate), Millennials and Gen Z begun to move to the forefront. In 2018, well over 60% of Millennials and 50% of Gen Z participated in fitness activities. Both groups gained participants over 2017, 0.6% and 0.4%, respectively.

While fitness sports tend to be the go-to for staying active, outdoor activities became to be just as important. Overall, 60% of the U.S. population ages 6+ participated in an outdoor activity. When split by generation, over half of Gen Z, Millennials, and Gen X enjoyed a run, a bike ride, a camping trip, or even a fishing trip. Being outdoors, away from the regular demands of work and family responsibility and being able to unplug for a short period of time, attracts all ages. Even those youth and young adults who spend most of their day connected to social media.
2013–2018 Inactivity Trends

Overall inactivity levels in the U.S.

Inactivity Rates and Total Inactives

*U.S. Population, Ages 6+

Since 2013, over a quarter of Americans ages 6+ reported no activity. Not one day of walking for fitness, riding a bike, playing a pickup game of soccer, or taking to the tennis courts. In 2018, 82.1 million people did nothing. While yard work, house cleaning, and labor jobs were not counted as a physical activity and the intent was not to completely disregard these potential physical demands, the sports and fitness industry relied on the person who engaged in additional physical fitness. This additional dedication to a fitness regime not only promoted physical well-being, but also contributed to a healthy lifestyle. Waking up at 5 am to hit the gym before work boast stamina and focus throughout the workday, encouraged healthier eating habits, reduced poor coping skills such as drinking alcohol and eating processed and sugary foods, and reinforced these habits with children. While research continued to support the essential need for America’s to have a fitness routine, from paddling-to team sports-to high-impact training; still, 82.1 million Americans continued to ignore these established findings.

“I have such a physical job that I don’t have time to workout. My job is a workout. I walk around nine miles a day, and I continually have to bend, read, and stretch to do my job 10.5 ours a night.”
–Male, 58
2013–2018 Inactivity by Age

Overall inactivity levels in the U.S.

Inactivity Rates Segmented by Age

U.S. Population, Ages 6+

In 2018, the one-year change among age groups were split; four segments showed decline and four showed increase. The largest gain in inactivity was among the 65 and over population and has been the trend since 2013 (growing 1.6% on average annually). The largest loss was among the 13 to 17 age group, with 3.8% changing designation from inactive to active. Typically, this trend was seen in the 6 to 12 age. Still having a modest decline, losing 2.2% over one year, this change in the 6 to 12 age group was the lowest compared to previous years. The emergence of Esports, especially since being spearheaded by ESPN broadcasting the games, children moved away from recreation and toward other forms of entertainment.

“Nothing. Savannah is very lazy. A tablet…. She’s a tablet.” – Mother of a female, 10

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Inactivity continued to be correlated with inactivity. The lower the income, the more likely it was an inactive household. Since 2013, household incomes of less than $50k became inactive 3.2% on average. From 2015, 1.7 million reported inactivity in this income bracket, while the affluent continued to afford fitness boutiques, personal trainers, race entrance fees, among other fitness outlets. These households were exposed to healthier lifestyles, whereas lower economic areas were surrounded by food deserts and provided inadequate education. The lack of healthy, unprocessed foods and a proper educational structure, one that would promote physical education and healthy food choices, fueled the low physical activity levels in these areas.
# Non-Participant Interest

Which sports interest non-participants

## Participation Interests Among Non-Participants by Age

### U.S. Population, Ages 6+

When it came to what Americans were interested in doing, many reported interests in outdoor activities such as camping, biking, and fishing. For the first time, stand-up paddling drew interest; ranking the top activity for 25 to 44 age groups. Soccer was interest for the 6 to 12 age group since 2013 and this interest increased each year. Initially ranked 10th, soccer had the most interest from this age group in 2018. Older Americans, aged 45 to 54, ranked camping as their top interest for the last four years. This could be related to potential retirement plans as more retires now spend their time traveling the country in an RV.

### Participation Interests Among Non-Participants by Age

<table>
<thead>
<tr>
<th>Ages 6 to 12</th>
<th>Ages 13 to 17</th>
<th>Ages 18 to 24</th>
<th>Ages 25 to 34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer</td>
<td>Camping</td>
<td>Camping</td>
<td>Stand-up Paddling</td>
</tr>
<tr>
<td>Fishing</td>
<td>Fishing</td>
<td>Martial Arts</td>
<td>Swimming For Fitness</td>
</tr>
<tr>
<td>Swimming on a team</td>
<td>Basketball</td>
<td>Backpacking</td>
<td>Camping</td>
</tr>
<tr>
<td>Camping</td>
<td>Workout With weights</td>
<td>Snowboarding</td>
<td>Bicycling</td>
</tr>
<tr>
<td>Martial Arts</td>
<td>Running/Jogging</td>
<td>Climbing</td>
<td>Surfing</td>
</tr>
<tr>
<td>Basketball</td>
<td>Swimming For Fitness</td>
<td>Kayaking</td>
<td>Kayaking</td>
</tr>
<tr>
<td>Skateboarding</td>
<td>Golf</td>
<td>Fishing</td>
<td>Workout With weights</td>
</tr>
<tr>
<td>Bicycling</td>
<td>Volleyball</td>
<td>Bicycling</td>
<td>Running/Jogging</td>
</tr>
<tr>
<td>Golf</td>
<td>Football</td>
<td>Volleyball</td>
<td>Backpacking</td>
</tr>
<tr>
<td>Football</td>
<td>Workout with machines</td>
<td>Workout With weights</td>
<td>Wakeboarding</td>
</tr>
</tbody>
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### Ages 35 to 44

<table>
<thead>
<tr>
<th>Ages 35 to 44</th>
<th>Ages 45 to 54</th>
<th>Ages 55 to 64</th>
<th>Ages 65+</th>
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<tbody>
<tr>
<td>Stand-up Paddling</td>
<td>Camping</td>
<td>Bicycling</td>
<td>Bird/Wildlife Viewing</td>
</tr>
<tr>
<td>Swimming For Fitness</td>
<td>Workout With weights</td>
<td>Bird/Wildlife Viewing</td>
<td>Fishing</td>
</tr>
<tr>
<td>Camping</td>
<td>Stand-up Paddling</td>
<td>Workout with machines</td>
<td>Workout with machines</td>
</tr>
<tr>
<td>Bicycling</td>
<td>Bicycling</td>
<td>Camping</td>
<td>Swimming For Fitness</td>
</tr>
<tr>
<td>Workout With weights</td>
<td>Swimming For Fitness</td>
<td>Fishing</td>
<td>Hiking</td>
</tr>
<tr>
<td>Martial Arts</td>
<td>Hiking</td>
<td>Hiking</td>
<td>Fitness classes</td>
</tr>
<tr>
<td>Basketball</td>
<td>Fishing</td>
<td>Swimming For Fitness</td>
<td>Bicycling</td>
</tr>
<tr>
<td>Workout with machines</td>
<td>Canoeing</td>
<td>Stand-up Paddling</td>
<td>Camping</td>
</tr>
<tr>
<td>Volleyball</td>
<td>Workout with machines</td>
<td>Workout With weights</td>
<td>Workout With weights</td>
</tr>
<tr>
<td>Running/Jogging</td>
<td>Bird/Wildlife Viewing</td>
<td>Canoeing</td>
<td>Shooting</td>
</tr>
</tbody>
</table>
Non-Participant Interest
Which sports interest non-participants

Participation Interests Among Non-Participants by Income

U.S. Population, Ages 6+

As discussed previously, income affects the rate of activity. How does it fair against what people aspired to do? Across all income brackets, the activities were the same and rankings were very similar. Fishing, camping, bicycling, and swimming for fitness all ranked in the top four, with the slight exception of those with $100k household incomes. The big stand out was the interest in on outdoor activities including hiking, canoeing, and shooting.

### Under $25,000
- 1: Fishing
- 2: Camping
- 3: Bicycling
- 4: Swimming for fitness
- 5: Working out using machines
- 6: Working out w/weights
- 7: Hiking
- 8: Martial Arts
- 9: Basketball
- 10: Shooting

### $25,000 to $49,999
- 1: Fishing
- 2: Camping
- 3: Bicycling
- 4: Swimming for fitness
- 5: Working out using machines
- 6: Working out w/weights
- 7: Hiking
- 8: Martial Arts
- 9: Swimming for fitness
- 10: Canoeing

### $50,000 to $74,999
- 1: Camping
- 2: Fishing
- 3: Bicycling
- 4: Swimming for fitness
- 5: Working out w/weights
- 6: Working out using machines
- 7: Volleyball
- 8: Hiking
- 9: Martial Arts
- 10: Shooting

### $75,000 to $99,999
- 1: Camping
- 2: Fishing
- 3: Bicycling
- 4: Swimming for fitness
- 5: Working out w/weights
- 6: Working out using machines
- 7: Volleyball
- 8: Hiking
- 9: Martial Arts
- 10: Swimming for fitness

### $100,000+
- 1: Bicycling
- 2: Swimming for fitness
- 3: Working out w/weights
- 4: Fishing
- 5: Canoeing
- 6: Hiking
- 7: Working out using machines
- 8: Canoeing
- 9: Kayaking
- 10: Volleyball
Appendix 1

List of Sports/Activities in Grouped Categories

**Fitness Activities:** Aquatic Exercise, Barre, Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Boot Camp Style Training, Cardio Kickboxing, Cross-Training Style Workouts, Dance, Step, and Other Choreographed Exercise to Music, Elliptical Motion/Cross-Trainer, Free Weights (Barbells), Free Weights (Dumbbells/Hand Weights), High Impact/Intensity Training, Kettlebells, Pilates Training, rowing Machine, Running/Jogging, Stair-Climbing Machine, Stationary cycling (Group), Stationary Cycling (Recumbent or Upright), Swimming for Fitness, Tai Chi, Treadmill, Walking for Fitness, Weight/Resistance Machines, and Yoga.

**Individual Sports:** Adventure Racing, Archery, Bowling, Boxing for Competition, Boxing for Fitness, Golf on a 9 or 18-hole Golf Course, Horseback Riding, Hunting (Bow), Hunting (Handgun), Hunting (Rifle), Hunting (Shotgun), Ice Skating, Martial Arts, MMA for Competition, MMA for Fitness, Roller Skating (2x2 Wheels), Roller Skating (Inline Wheels), Shooting (Sport Clays), Shooting (Trap/Skeet), Skateboarding, Target Shooting (Handgun), Target Shooting (Rifle), Triathlon (non-Traditional/Off Road), and Triathlon (Traditional/Road).

**Outdoor Sports:** Adventure Racing, Backpacking Overnight (more than a ¼ mile from home/vehicle), Bicycling (Road/Paved Surface), Bicycling (Mountain/Non-Paved Surface), Bicycling (BMX), Birdwatching (excursion more than ¼ mile from home/vehicle), Boardsailing/Windsurfing, Camping (RV), Camping (within ¼ mile from home/vehicle), Canoeing, Climbing (Indoor), Climbing (Sport/Boulder), Climbing (Traditional/Ice/Mountaineering), Fishing (Fly), Fishing (Saltwater), Fishing (Freshwater/Other), Hiking (Day), Hunting (Bow), Hunting (Handgun), Hunting (Rifle), Hunting (Shotgun), Kayaking (White Water), Kayaking (Sea/Touring), Kayaking (Recreational), Rafting, Running/Jogging, Sailing, Scuba Diving, Skateboarding, Skiing (Alpine/Downhill, Freestyle), Skiing (Cross-Country), Snorkeling, Snowboarding, Snowshoeing, Stand-Up Paddling, Surfing, Trail Running, Triathlon (Non-Traditional/Off-Road), Triathlon (Traditional/Road), Wakeboarding, Wakesurfing, and Wildlife Viewing (excursion more than ¼ mile from home/vehicle).

**Racquet Sports:** Badminton, Cardio Tennis, Pickleball, Pop Tennis, Racquetball, Squash, Table Tennis, and Tennis.

**Team Sports:** Baseball, Basketball, Cheerleading, Field Hockey, Football (Flag), Football (Tackle), Football (Touch), Gymnastics, Ice Hockey, Lacrosse, Paintball, Roller Hockey, Rugby, Soccer (Indoor), Soccer (Outdoor), Softball (Fast-Pitch), Softball (Slow-Pitch), Street/Dek/Ball/Floor Hockey, Swimming on a Team, Track and Field, Ultimate Frisbee, Volleyball (Beach/Sand), Volleyball (Court), Volleyball (Grass), Water Polo, and Wrestling.

**Water Sports:** Boardsailing/Windsurfing, Canoeing, Kayaking (Recreational), Kayaking (Sea/Touring), Kayaking (White Water), Jet Skiing, Rafting, Sailing, Scuba Diving, Snorkeling, Stand-Up Paddling, Surfing, Wakeboarding, Wakesurfing, and Water Skiing.

**Winter Sports:** Skiing (Cross-Country), Alpine Touring, Skiing (Alpine/Freeski/Telemark), Sledding/Saucer Riding/Snow Tubing, Snowboard Touring, Snowboarding, Snowshoeing, and Winter Fat Biking.
List of Sports/Activities in Activity Levels

**INACTIVE**: Archery, Birdwatching (excursion more than ¼ mile from home/vehicle), Camping (within ¼ mile from home/vehicle), Camping (RV), Fishing (Fly), Fishing (Saltwater), Fishing (Freshwater/Other), Hunting (Rifle), Hunting (Shotgun), Hunting (Handgun), Hunting (Bow), Jet Skiing, Shooting (Sports Clays), Shooting (Trap/Skeet), Target Shooting (Rifle), Target Shooting (Handgun), and Wildlife Viewing (excursion more than ¼ mile from home/vehicle).

**LOW CALORIE BURNING ACTIVITIES**: Boarding/Windsurfing, Bowling, Golf on a 9 or 18-hole golf course, Horseback Riding, Sailing, sledding/Saucer Riding/Snow Tubing, Table Tennis, and Walking for Fitness.

**MEDIUM CALORIE BURNING ACTIVITIES**: Aquatic Exercise, Backpacking Overnight (more than ¼ mile from vehicle/home), Barre, Baseball, Canoeing, Cheerleading, Football (Flag), Free Weights (Barbells), Free Weights (Dumbbells/Hand Weights), Gymnastics, Hiking (Day), Ice Skating, Kayaking (Recreational), Kayaking (Sea/Touring), Kayaking (White Water), Kettlebells, Paintball, Pilates Training, Pop Tennis, Rafting, Roller Skating (2x2 Wheels), Roller Skating (Inline Wheels), Scuba Diving, Skateboarding, Skiing (Alpine/Downhill/Freeski/Telemark), Snorkeling, Snowboarding, Softball (Fast-Pitch), Softball (Slow-Pitch), Street/Dek/Ball/Floor Hockey, Surfing, Tai Chi, Ultimate Frisbee, Volleyball (Beach/Sand), Volleyball (Court), Volleyball (Grass), Wakeboarding, Wakesurfing, Water skiing, Weight/Resistance Machines, Winter Fat Biking, and Yoga.

**HIGH CALORIE BURNING ACTIVITIES**: Adventure Racing, Alpine Touring, Badminton, Basketball, Bicycling (BMX), Bicycling (Mountain/Non-Paved Surface), Bicycling (Road/Paved Surface), Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Boot Camp Style Training, Boxing for competition, Boxing for Fitness, cardio Kickboxing, Cardio Tennis, Climbing (Indoor), climbing (Sport/Boulder), climbing (Traditional/Ice/Mountaineering), Cross-Training Style Workouts, Dance, Step, and Other Choreographed Exercise to Music, Elliptical Motion/Cross-Training, Field Hockey, Football (Tackle), Football (Touch), High Impact/Intensity Training, Ice Hockey, Lacrosse, Martial Arts, MMA for Competition, MMA for Fitness, Pickleball, Racquetball, Roller Hockey, Rowing Machine, Rugby, Running/Jogging, Skiing (Cross-Country), Snowboard Touring, Snowshoeing, Soccer (Indoor), Soccer (Outdoor), Squash, Stair-climbing Machine, Stand-Up Paddling, Stationary Cycling (Group), Stationary Cycling (Recumbent or Upright), Swimming for Fitness, Swimming on a Team, Tennis, Track and Field, Trail Running, Treadmill, Triathlon (Non-Traditional/Off Road), Triathlon (Traditional/Road), Water Polo, and Wrestling.
Disclaimer

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