

Appendix A

SGMA 2008 Sports and Fitness Participation Report

"US Sports Participation Study" 2008 Edition - - Methodology

During late January 2008/early February a total of 40,794 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 25,781 household surveys were completed. The total panel has over 1 million members and is maintained to be representative of the US 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 US population aged 6 and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 276,796,000 people aged 6 and above.

We have focused on **CORE** participants who are typically the main purchasers of equipment, services and user fees. We've also shown the numbers in the two frequency groups that make up the CORE participants: Regular and Frequent. So Regular + Frequent = CORE. The actual definition of CORE in terms of the number of play occasions varies by sport so there is a "definition column". Using Running/Jogging as an example:

RUNNING/JOGGING PARTICIPANTS	2007 Participants (000s)	Definition
"Casual" participants	16,824	1~49 times
"Regular" Participants	8,237	50~99 times
"Frequent" Participants	16,003	100 times or more
"Core" Participants	24,240	50 times or more
Total Participants	41,064	Playing once or more

2007							Core Participants - Trend			Total Participants Trend						
	Core Participants		Core Participants Include:				Casual Participants		2007	2006	1 year change (2006-2007)	2007	2006	2005	1 year change (2006-2007)	7 year change (2006-2007)
	Core Participants	Definition	Frequent Participants	Definition	Regular Participants	Definition	Casual Participants	Definition								
AEROBIC ACTIVITIES																
Aerobics (High Impact)	6,283	80+	4,127	100+	2,198	50-99	5,004	1-49	8,283	9,451	-2.9%	11,287	10,834	11,790	3.2%	-4.3%
Aerobics (Low Impact)	13,058	80+	8,533	100+	4,523	50-99	9,341	1-49	13,058	12,508	4.4%	22,397	21,952	21,384	2.9%	4.7%
Aerobics (Step)	4,074	80+	2,427	100+	1,647	50-99	4,454	1-49	4,074	3,979	2.4%	8,520	8,076	10,867	-1.7%	-21.5%
Aquatic Exercise	3,784	80+	1,975	100+	1,782	50-99	5,993	1-49	3,784	3,444	9.3%	9,787	9,828	9,303	2.4%	4.8%
Cardio Kickboxing	1,828	80+	920	100+	905	50-99	2,967	1-49	1,828	1,833	-5.8%	4,812	4,952	8,785	-2.8%	-45.1%
Cross-Country Ski Machine	1,838	80+	1,151	100+	888	50-99	1,857	1-49	1,838	2,081	-10.3%	3,896	4,198	8,541	-11.3%	-43.8%
Elliptical Motion Trainer	12,814	80+	7,546	100+	4,968	50-99	10,972	1-49	12,814	13,194	-4.4%	23,586	24,548	7,371	-3.9%	220.0%
Other Exercise to Music	12,833	80+	8,973	100+	4,580	50-99	9,991	1-49	12,833	12,997	-2.1%	22,294	21,749	18,085	2.8%	38.8%
Running/Jogging	24,248	80+	18,003	100+	8,237	50-99	16,824	1-49	24,248	23,088	5.0%	41,064	38,559	31,388	6.5%	30.8%
Star Climbing Machine	8,414	80+	3,783	100+	2,851	50-99	7,307	1-49	8,414	7,078	9.4%	13,821	14,878	15,282	-8.7%	-11.8%
Stationary Cycling (Recumbent)	8,987	80+	3,226	100+	2,331	50-99	5,261	1-49	8,987	8,090	-2.3%	10,818	11,884	8,610	-7.5%	22.8%
Stationary Cycling (Spinning)	3,943	80+	1,722	100+	1,221	50-99	3,371	1-49	2,943	2,948	-0.2%	6,314	6,810	4,708	-4.8%	34.1%
Stationary Cycling (Upright)	13,988	80+	7,740	100+	5,210	50-99	11,581	1-49	12,950	14,091	-8.1%	24,531	26,954	27,159	-9.0%	-9.7%
Swimming (Fitness/Competition)	7,237	80+	3,291	100+	3,548	50-99	11,131	1-49	7,237	7,122	1.6%	18,388	18,220	18,144	0.8%	13.8%
Treadmill	28,182	80+	18,454	100+	10,728	50-99	20,891	1-49	28,182	29,900	-2.4%	50,073	52,181	37,287	-4.0%	34.3%
Walking for Fitness	78,837	80+	58,792	100+	20,045	50-99	31,933	1-49	78,837	78,885	8.4%	138,740	131,229	98,982	7.4%	19.5%
CONDITIONING ACTIVITIES																
Abdominal Machine/Device	13,881	80+	8,482	100+	4,319	50-99	7,825	1-49	12,801	15,008	-14.7%	20,426	23,056	21,354	-13.7%	-4.3%
Callisthenics	5,088	80+	3,687	100+	1,372	50-99	2,503	1-49	5,088	5,082	-0.1%	7,582	7,120	7,788	8.2%	-2.0%
Plates Training	4,187	80+	2,187	100+	1,920	50-99	5,095	1-49	4,107	4,809	-14.8%	9,192	10,825	1,556	-15.5%	490.9%
Rising Machine	4,331	80+	2,722	100+	1,808	50-99	4,451	1-49	4,331	4,773	-9.3%	8,782	9,500	9,407	-7.8%	-8.8%
Stretching	28,318	80+	22,412	100+	5,906	50-99	7,863	1-49	28,318	25,424	11.4%	36,181	32,858	24,613	10.1%	47.0%
Yoga/Tai Chi	8,443	80+	3,916	100+	2,527	50-99	7,829	1-49	8,443	8,487	-0.7%	14,072	14,737	8,248	-4.8%	125.2%
STRENGTH ACTIVITIES																
Free Weights (Barbells)	17,318	80+	12,368	100+	4,950	50-99	8,181	1-49	17,318	19,613	-11.7%	25,499	28,887	24,800	-11.7%	2.8%
Free Weights (Dumbbells)	21,574	80+	14,980	100+	8,894	50-99	10,797	1-49	21,574	23,894	-8.9%	32,371	35,482	27,470	-8.7%	17.8%
Free Weights (Hand Weights)	28,188	80+	18,287	100+	8,879	50-99	10,825	1-49	28,188	30,688	-8.1%	43,821	46,827	33,784	-9.8%	29.8%
Home Gym Exercise	18,248	80+	18,903	100+	5,313	50-99	9,877	1-49	18,248	18,443	-1.2%	28,620	28,080	20,028	-3.2%	25.2%
Weight/Resistance Machines	24,728	80+	16,723	100+	8,013	50-99	14,555	1-49	24,728	27,809	-11.2%	38,290	43,651	32,144	-10.0%	22.2%
INDIVIDUAL SPORTS																
Adventure Racing	441	2+	226	10+	215	2-9	257	1	441	372	18.8%	696	725		-3.7%	
Archery	1,111	35+	424	52+	687	25-51	4,839	1-24	1,111	1,684	-34.0%	5,950	7,215	6,285	-17.5%	-5.3%
Billiards/Pool	20,294	13+	13,470	25+	8,824	13-24	30,795	1-12	20,294	20,307	-0.2%	51,088	47,863	48,398	6.8%	10.3%
Bowling	15,423	13+	10,197	25+	5,225	13-24	44,762	1-12	15,422	14,357	7.4%	60,184	54,421	51,308	10.8%	15.9%
Boxing	1,118	13+	838	25+	272	13-24	1,160	1-12	1,118	1,115	-0.5%	2,278	2,940	4,084	11.7%	-44.2%
Boxing	8,683	13+	5,852	25+	2,851	13-24	16,106	1-12	8,683	8,758	-1.8%	24,709	22,974		7.8%	
Canoe	3,788	13+	2,739	25+	1,029	13-24	8,330	1-12	3,788	3,945	-2.0%	12,098	11,384		6.3%	
Homeback Riding	1,918	13+	1,548	25+	770	13-24	9,814	1-12	1,918	1,748	9.8%	11,430	9,853	11,835	18.4%	-3.4%
Ice Skating	5,488	13+	4,805	25+	691	13-24	1,366	1-12	5,488	4,825	13.3%	6,885	6,968	6,161	14.5%	11.4%
Martial Arts	1,917	13+	1,242	25+	675	13-24	7,004	1-12	1,917	1,988	-22.4%	8,921	7,853	7,348	18.7%	18.2%
Roller Skating (2x2 wheels)	4,728	13+	3,355	25+	1,385	13-24	6,094	1-12	4,728	5,071	-22.3%	10,814	12,314	21,942	-12.2%	-50.8%
Roller Skating (Inline wheels)	4,488	13+	3,375	25+	1,085	13-24	2,322	1-12	4,488	5,483	-18.8%	6,782	7,853	9,988	-11.8%	-32.0%
Scooter Riding (Non-motorized)	3,848	25+	2,349	52+	1,491	25-51	4,589	1-24	3,848	5,671	-32.3%	8,429	10,130	9,859	-18.8%	-14.5%
Skateboarding	1,273	25+	730	52+	643	25-51	2,943	1-24	1,273	1,511	-15.8%	4,218	4,858	4,187	-7.5%	1.2%
Trial Running	279	2+	111	10+	168	2-9	933	1	279	188	48.5%	382	281		35.3%	
Traction (Non-Traditional/Road)	487	2+	148	10+	318	2-9	252	1	487	362	28.2%	719	640		12.3%	
RACQUET SPORTS																
Badminton	1,837	13+	1,382	25+	916	13-24	4,785	1-12	2,272	2,109	7.7%	7,887	5,981	8,789	18.0%	-18.6%
Racquetball	388	8+	223	15+	86	8-14	323	1-7	289	287	38.8%	4,220	3,559	4,475	18.8%	-5.5%
Squash	8,981	13+	3,298	25+	1,782	13-24	10,864	1-12	5,091	4,316	17.5%	8,162	803		21.8%	
Table Tennis	7,825	11+	5,598	21+	2,835	11-20	9,815	1-12	7,825	8,781	17.2%	15,955	15,091	12,712	5.7%	25.5%
Tennis												16,940	14,983	12,874	16.3%	39.8%

	2007								Core Participants - Trend			Total Participants Trend				
	Core Participants		Core Participants Include:				Casual Participants		2007	2006	1 year change (2006 - 2007)	2007	2006	2005	1 year change (2006 - 2007)	7 year change (2000-2007)
	Core Participants	Definition	Frequent Participants	Definition	Regular Participants	Definition	Casual Participants	Definition								
TEAM SPORTS																
Baseball	11,866	13+	8,785	25+	2,780	13-24	4,493	1-12	11,585	12,730	7.8%	18,058	14,588	15,848	15.1%	1.3%
Basketball	18,806	13+	13,726	25+	4,279	13-24	7,956	1-12	18,005	17,983	0.2%	25,961	23,680	28,215	9.8%	-1.0%
Cheerleading	2,134	25+	1,486	52+	849	25-51	1,145	1-24	2,134	1,868	14.3%	3,279	2,931	2,834	11.9%	24.9%
Field Hockey	877	8+	515	15+	62	8-14	550	1-7	577	375	53.8%	1,127	774		45.0%	
Football (Tackle)	4,239	25+	2,861	52+	1,578	25-51	3,700	1-24	4,239	4,780	-11.3%	7,939	8,494	8,229	-8.9%	-3.5%
Football (Touch)	8,445	13+	4,153	25+	2,200	13-24	8,543	1-12	8,445	8,886	-8.4%	12,988	12,344	12,047	5.2%	7.8%
Gymnastics	1,854	80+	982	100+	802	50-99	2,282	1-49	1,854	1,537	17.4%	4,988	3,830	4,878	12.0%	-16.8%
Ice Hockey	1,282	13+	1,028	25+	254	13-24	588	1-12	1,282	1,124	14.1%	1,840	1,717	2,432	7.2%	-24.3%
Lacrosse	799	13+	582	25+	127	13-24	349	1-12	799	325	188.0%	1,088	871	818	21.8%	104.2%
Paintball	3,281	8+	1,545	15+	735	8-14	3,185	1-7	2,281	2,230	2.3%	6,476	4,547	3,615	29.4%	51.5%
Roller Hockey	803	13+	598	25+	255	13-24	1,044	1-12	803	504	58.2%	1,847	1,383	3,888	33.6%	-52.9%
Rugby	358	8+	245	15+	71	8-14	301	1-7	358	368	-14.1%	617	514		20.0%	
Soccer (Indoor)	2,371	13+	1,580	25+	805	13-24	1,868	1-12	2,371	2,803	-8.9%	4,237	4,701		-8.9%	
Soccer (Outdoor)	8,389	25+	2,530	52+	3,536	25-51	7,342	1-24	8,389	7,381	13.9%	13,738	13,588		0.8%	
Softball (Fast Pitch)	1,332	25+	763	52+	589	25-51	1,513	1-24	1,332	1,010	31.9%	2,345	1,759	2,883	33.3%	-12.9%
Softball (Slow Pitch)	6,879	13+	3,949	25+	2,121	13-24	3,415	1-12	6,070	6,861	-8.1%	8,485	9,516	13,677	-9.3%	-30.1%
Track and Field	2,714	25+	1,582	52+	1,152	25-51	1,977	1-24	2,714	2,982	-9.9%	4,691	4,051		16.4%	
Ultimate Frisbee	1,218	13+	848	25+	470	13-24	2,720	1-12	1,318	1,032	27.7%	4,038	3,008		9.2%	
Volleyball (Beach)	1,238	13+	752	25+	378	13-24	2,548	1-12	1,330	985	28.0%	3,878	3,318	5,248	17.0%	-28.1%
Volleyball (Court)	4,896	13+	2,874	25+	1,182	13-24	2,930	1-12	4,056	3,964	2.3%	6,586	6,132		13.9%	
Volleyball (Grass)	1,888	13+	880	25+	760	13-24	3,282	1-12	1,888	1,313	28.3%	4,848	4,372		13.9%	
Wrestling	1,488	25+	967	50+	661	25-51	1,855	1-24	1,458	1,558	-4.4%	3,213	2,914	3,743	13.7%	-11.5%

	2007								Core Participants - Trend			Total Participants Trend				
	Core Participants		Core Participants Include:				Casual Participants		2007	2006	1 year change (2006-2007)	2007	2006	2005	1 year change (2006-2007)	7 year change (2006-2007)
	Core Participants	Definition	Frequent Participants	Definition	Regular Participants	Definition	Casual Participants	Definition								
OUTDOOR SPORTS																
Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home																
Bicycling - BMX	1,137	13+	968	25+	169	13-24	750	1-12	1,137	1,150	-1.1%	1,607	1,655	3,213	14.0%	-41.3%
Bicycling (Mountaintop/Non-Paved Surface)	3,841	13+	2,835	25+	1,003	13-24	3,051	1-12	3,841	3,850	-0.2%	6,602	6,751		2.1%	
Bicycling (Roadpaved surface)	21,181	25+	12,482	50+	8,699	25-51	17,789	1-24	21,151	22,061	-4.1%	38,940	38,457		1.3%	
Birdwatching More Than 1/4 Mile From Home/Vehicle																
Camping (Recreational vehicle)	8,226	8+	5,194	15+	3,032	8-14	7,942	5-7	8,226	-		11,783	11,070	17,863	-4.6%	-6.8%
Camping Within 1/4 Mile of Vehicle/Home												31,375	35,618			-11.0%
Climbing (Sport/Indoor/Boulder)												4,514	4,728			-4.5%
Climbing (Traditional/low/Mountaineering)												2,962	1,586			30.0%
Fishing (Fly)	2,833	8+	1,856	15+	975	8-14	2,923	1-7	2,833	3,235	-12.4%	5,790	6,071	6,717	-5.2%	-14.3%
Fishing (Freshwater-Other)	23,714	8+	15,452	15+	8,262	8-14	20,145	1-7	23,714	23,990	-1.2%	43,859	43,130	43,696	1.6%	0.4%
Fishing (Saltwater)	5,377	8+	3,806	15+	2,169	8-14	6,460	1-7	5,077	5,209	14.7%	14,437	12,488	14,733	15.8%	-2.1%
Hiking (Day)												29,965	29,863	30,051	0.3%	-0.3%
Hunting (Bow)	821	8+	756	15+	65	8-14	2,967	1-7	821	1,006	-18.4%	3,818	3,875	4,633	-1.8%	-17.0%
Hunting (Handgun)	1,823	8+	574	15+	449	8-14	1,572	1-7	1,023	1,009	1.4%	2,595	2,525		2.8%	
Hunting (Rifle)	3,675	13+	1,933	25+	1,742	13-24	6,960	1-12	3,675	3,795	-3.2%	10,635	11,342		-6.4%	
Hunting (Shotgun)	4,374	8+	2,577	15+	1,797	8-14	4,171	1-7	4,374	4,904	-6.2%	6,545	6,967		-4.9%	
Shooting (Sport Clay)	1,519	8+	964	15+	525	8-14	2,596	1-7	1,519	2,959	-36.2%	4,116	4,062	4,437	1.3%	-7.3%
Shooting (Trap/Snipe)	1,325	8+	863	15+	462	8-14	2,051	1-7	1,325	1,359	-2.4%	3,370	3,013	3,410	12.0%	-1.2%
Target Shooting (Handgun)	6,514	8+	3,424	15+	2,090	8-14	6,222	1-7	5,514	4,570	20.7%	11,736	9,885		17.4%	
Target Shooting (Rifle)	6,883	8+	3,595	15+	2,067	8-14	6,743	1-7	5,693	5,162	10.3%	12,436	11,803	10,022	5.4%	24.1%
Wildlife Viewing More Than 1/4 Mile From Home/Vehicle												22,074	20,294			13.2%
WINTER SPORTS 2006/2007																
Skating (Alpine/Downhill)	2,812	8+	1,492	15+	1,420	8-14	7,450	1-7				10,362				
Skating (Cross-country)	1,343	8+	674	15+	565	8-14	2,207	1-7				3,530				
Skating (Freestyle)	885	8+	479	15+	406	8-14	1,930	1-7				2,817				
Snowboarding	2,319	8+	1,206	15+	1,054	8-14	4,522	1-7				6,541				
Snowmobiling	1,987	8+	1,198	15+	789	8-14	2,810	1-7				4,811				
Snowshoeing	826	8+	225	15+	331	8-14	1,714	1-7				2,430				
Telemarking (Downhill)	348	8+	190	15+	147	8-14	828	1-7				1,173				
WATER SPORTS																
Kaiboating/Windsurfing	322	8+	201	15+	121	8-14	796	1-7	322	358	-14.0%	1,118	838	1,739	19.2%	-35.7%
Canoeing	2,106		1,044									9,737	9,154	10,880	7.0%	-10.0%
Jet Skiing	2,727	8+	1,669	15+	1,058	8-14	5,328	1-7	2,727	2,800	4.9%	8,055	6,918	9,475	16.4%	-15.0%
Kayaking (Recreational)	1,583		653									4,702	4,134			13.7%
Kayaking (Sea/Touring)	487		216									1,485	1,136			30.7%
Kayaking (White Water)	303		156									1,187	828			43.4%
Rafting	886		278									4,340	3,809	5,259	20.3%	-17.5%
Sailing	1,421	8+	771	15+	650	8-14	2,365	1-7	1,421	1,441	-4.7%	3,798	3,350	4,405	11.7%	-14.1%
Scuba Diving	1,018	8+	573	15+	445	8-14	1,947	1-7	1,018	857	14.8%	2,965	2,965	4,305	0.0%	-31.1%
Snorkeling	1,919	8+	888	15+	1,031	8-14	7,374	1-7	1,919	1,969	8.0%	9,294	8,365	10,302	10.7%	-9.8%
Surfing	960	8+	548	15+	402	8-14	1,299	1-7	950	961	-3.2%	2,205	2,170	2,191	1.7%	0.7%
Wakeboarding	1,116	8+	666	15+	450	8-14	2,405	1-7	1,116	1,456	-24.6%	3,521	3,046	4,558	15.6%	-22.8%
Water Skiing	2,118	8+	1,303	15+	607	8-14	3,808	1-7	2,110	1,734	26.0%	5,915	5,273	6,765	12.2%	-32.5%