

NSGA Sports Participation Methodology: 2020 Edition

A. Sampling

For “Sports Participation in the United States,” an online panel maintained by Dynata was used. The panel is balanced on a number of characteristics determined to be key indicators of general purchase behavior, including household size and composition, household income, age of household head, region and market size. Due to the online methodology, African Americans and Hispanics are somewhat underrepresented in the sample. 2010 was the first year that an online survey methodology was used for collecting data on sports participation. Prior to 2010, this annual study was conducted using a mailback survey methodology. Please keep this in mind when making direct comparisons with data published prior to 2010.

B. Questionnaire

In January 2020, sample members of the Dynata panel were invited to complete the sports participation survey online. Respondents were asked to indicate their age and gender of all household members age seven and older, and provide the number of days of participation for each sport / activity in 2019. In order to reduce a bias effect that is possible from the order in which the sports / activities were listed, the list was shown in alphabetical order to half of the households, and in reverse-alphabetical order to the remaining half of households.

C. Returns

The study results are based on approximately 34,000 individuals who are ages 7 and older. In order to ensure returns were representative of the U.S., the data was weighted to represent the demographic composition of the U.S. based on the following characteristics: state of residence, household income, and population density. The returns were then projected to 299,332,000 - the U.S. population age 7 and older in 2019. An 816-cell age/gender/state weight matrix was used to project the weighted sample to represent the actual age and gender distribution by state of the U.S. population.

D. Participants

A participant is defined as an individual seven years of age or older who participates in a sport / activity at least two days per year for all sports / activities except aerobic exercising, bicycle riding, exercise walking, exercising with equipment, running/jogging, swimming, weight lifting, and work out at club/gym/fitness studio. For these fitness activities, participation is defined as six days or more during the year. Note that this study also reports separately the number of individuals who participated "1 Day Only" or "1-5 Days Only" for each sport / activity. These are not included in "Total Participants" for each sport / activity since they are not "participants" as defined above.

The definition of "Frequent", "Occasional" and "Infrequent" participants varies for each sport / activity and is indicated in the report. Generally, these categories are defined as the top 25%, the middle 50% and the lower 25% of participants. For sports / activities where the incidence of participation is low, participants may be divided into "Frequent" and "Occasional" only. In the Summary Tables, “Did Not Participate” refers to those who did not participate in any of the listed sports / activities.