

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
<b>"Core" Participants</b>	<b>24,240</b>	<b>50 times or more</b>
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								
<b>AEROBIC ACTIVITIES</b>																
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	3,679	2.4%	8,520	8,076	10,867	-1.7%	-21.5%
Aquatic Exercise	3,784	80+	1,975	100+	1,782	50-99	5,953	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%	223.0%
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	11,694	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	2,949	-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%
<b>CONDITIONING ACTIVITIES</b>																
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%
<b>STRENGTH ACTIVITIES</b>																
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	27,869	-11.2%	38,290	43,651	32,144	-10.0%	22.2%
<b>INDIVIDUAL SPORTS</b>																
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	28,307	-29.2%	51,088	47,863	48,398	6.8%	19.3%
Bowling	15,422	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	6,988	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%	8,821	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+	1,685	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%	
<b>RACQUET SPORTS</b>																
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	18.8%	-18.8%
Racquetball	388	8+	223	15+	86	8-14	323	1-7	289	287	38.8%	4,223	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	8,003		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								
<b>TEAM SPORTS</b>																
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	15,648	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	11.0%	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	-6.9%	-3.5%
Football (Touch)	8,668	13+	4,153	25+	2,200	13-24	8,543	1-12	8,445	8,586	-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%	5,476	4,547	3,615	20.4%	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	318	368	-16.1%	617	514		20.0%	
Soccer (Indoor)	2,371	13+	1,580	25+	805	13-24	1,866	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+	989	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	2,540	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%	4,845	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%

