

2012 Single Sport Participation Report

Billiards/Pool

Sporting Goods Manufacturers Association

Summary / Introduction

A total of 38,172 online interviews were completed by a nationwide sample of both individuals (N=15,113) and households (N=23,059) at the beginning of 2012. The survey was accessed by the US Online Panel and operated by Synovate. The US Online Panel has over 1 million members and maintained to be representative of the US population. Each individual completing the survey was assigned a random number to ensure confidentiality.

Each survey consisted of several questions regarding the participant's involvement in a variety of physical activities during 2011. These activities ranged from team sports to individual fitness with questions including frequency of activity, preferred venue of activity, and participation in organized events. Participants were only asked questions relating to their reported activity involvement in addition to demographics and other sport interests.

Demographics

Out of the total 38,172 surveys completed, 49% were male and 51% female participants. Over half of participants were between the ages of 25 and 64, with 17.8% under the age of 18 and 14.1% over the age of 65.

An oversampling of ethnic groups took place to boost response from typically underrepresented groups. While the majority remained Caucasian (76.2%), 9% were African American, 5.6% Asian/Pacific Islander, 6.4% Hispanic and 2.9% reported "Other."

The average participant was married, had at least 1 year of college education (61.5%), and worked full-time (46.5%) with a total household income of over \$50K (59.7%).

Methodology

Throughout the analysis, a weighting technique was used in order for the data to better represent the US population of 285,753,000, ages 6 and over. Variables used for the analysis included age, gender, income, household size, region, and population density.

In addition to the weighting technique, a "two-year rolling average" was used that provided an even higher degree of accuracy. This technique of measurement is commonly used in research as a way to effectively double the sample size to provide a stable base for all projections that derive from the data. This is particularly beneficial for the sports with participation rates of less than one percent. All participation totals, beginning with the 2008 participation collection, were re-projected to reflect this change.

The 2011 participation survey sample size of 38,172 provides a high degree of statistical accuracy. However, all surveys are subject to some level of standard error. A standard error means the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.21 percentage points at the 95% confidence level. This translates to plus or minus 4% of participants.

Billiards/Pool Overview

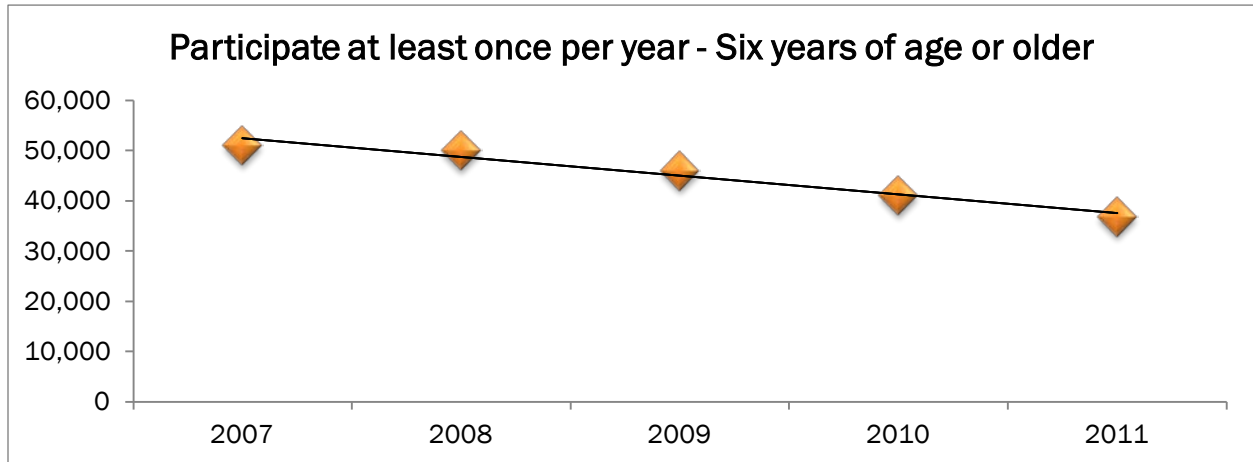
- There are 36,831,000 Billiards/Pool participants in the U.S.
- There are 12,132,000 core (13+/year) Billiards/Pool participants in the U.S.
- 65% of all Billiards/Pool participants and 68% of core (13+/year) Billiards/Pool participants are male.
- 59% of all Billiards/Pool participants and 55% of core (13+/year) Billiards/Pool participants are between ages 25 and 54.
- 57% of all Billiards/Pool participants have a household income of under \$75,000 per year.
- 42% of all Billiards/Pool participants reside in a market size of 2,000,000+.
- 42% of all Billiards/Pool participants have a college degree or higher.
- 56% of all Billiards/Pool participants also walk for fitness, 57% play bowling, and 31% play darts.

Total Billiards/Pool Participation Trends

Table A

Total Participation Trend Across 4 Year Span						
2007	2008	2009	2010	2011	1 yr % Change (2010-2011)	2 yr % Change (2009-2011)
51,089	50,054	46,012	41,195	36,831	-10.6%	-20.0%

Table B



*Participation figures are in thousands

Total Population Participation Rate

Table C

Total Participation Rate Across 4 Year Span						
2007	2008	2009	2010	2011	1 yr % Change (2010-2011)	2 yr % Change (2009-2011)
18.5%	17.9%	16.3%	14.5%	12.9%	-1.6%	-3.4%

Table D

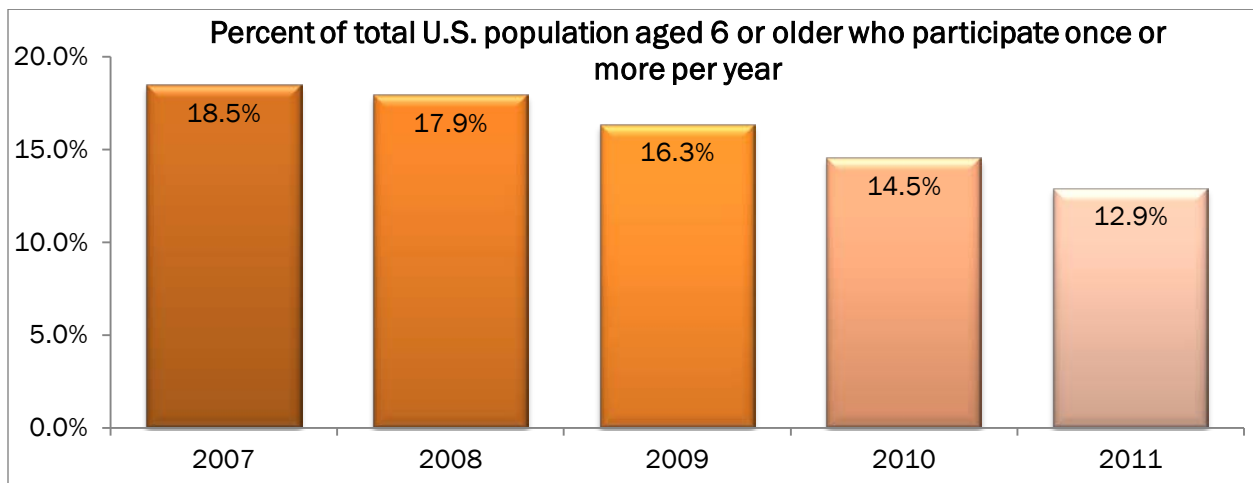


Table Key

- Segment % = Share of each sub-group.
- Index vs. Total Pop. (Profile Detail) = compares the % of sports participants in that group to the actual % that group represents of the total U.S. population, i.e. an index of 100 means the % of this groups sports' participants equals the % of the national population who participate.
- Participation Rate by Group = % of that group's total U.S. population who are participants
- Index vs. Total Pop. (Cross Participation) = compares the % of Archery participants by group who also participate in another given sport to the % of the total U.S. population who participate in that sport, i.e. an index of 100 means the % of Archery participants also participating in this sport equals the % of the national population who participate in that sport.

Total Billiards/Pool Participants (1+ times/year)

Table E

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	36,831		12.9%	
Male	23,812	64.7%	17.0%	132
Female	13,019	35.3%	8.9%	69
6~12	1,672	4.5%	6.0%	47
13~17	2,928	7.9%	12.8%	100
18~24	5,820	15.8%	20.0%	156
25~34	7,907	21.5%	18.9%	147
35~44	7,065	19.2%	16.7%	130
45~54	6,675	18.1%	14.0%	109
55~64	3,022	8.2%	8.9%	69
65+	1,741	4.7%	4.3%	34
Under \$25000	4,659	12.7%	9.6%	74
\$25000 to \$49999	8,794	23.9%	13.2%	103
\$50000 to \$74999	7,645	20.8%	13.6%	105
\$75000 to \$99999	6,028	16.4%	14.8%	115
\$100000+	9,705	26.4%	13.2%	102
New England	1,724	4.7%	12.6%	98
Middle Atlantic	4,637	12.6%	12.0%	93
East North Central	6,379	17.3%	14.5%	112
West North Central	2,781	7.6%	14.5%	113
South Atlantic	7,292	19.8%	13.1%	102
East South Central	1,966	5.3%	11.5%	89
West South Central	4,339	11.8%	13.4%	104
Mountain	2,428	6.6%	12.0%	93
Pacific	5,285	14.3%	11.8%	91
Non-MSA	5,192	14.1%	11.8%	92
MSA <500,000	6,877	18.7%	12.7%	99
MSA 500,000-2,000,000	9,147	24.8%	13.0%	101
MSA 2,000,000+	15,615	42.4%	13.3%	103
8th Grade or Less	2,535	6.9%	7.0%	54
1-3 years of High School	2,558	6.9%	12.9%	100
High School Grad	6,007	16.3%	11.4%	88
1-3 years of College	10,242	27.8%	14.6%	113
College Grad	10,591	28.8%	15.5%	120
Post-Grad Studies	4,738	12.9%	12.9%	100
Other	159	0.4%	12.4%	96

*Participation figures are in thousands

Casual Billiards/Pool Participants (1-12 times/year)

Table F

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	24,700		8.6%	
Male	15,561	63.0%	11.1%	129
Female	9,139	37.0%	6.3%	73
6~12	1,231	5.0%	4.4%	51
13~17	2,165	8.8%	9.5%	110
18~24	3,701	15.0%	12.7%	147
25~34	5,674	23.0%	13.6%	157
35~44	4,922	19.9%	11.6%	135
45~54	4,320	17.5%	9.1%	105
55~64	1,781	7.2%	5.2%	60
65+	906	3.7%	2.3%	26
Under \$25000	2,878	11.7%	5.9%	68
\$25000 to \$49999	5,711	23.1%	8.6%	99
\$50000 to \$74999	5,288	21.4%	9.4%	109
\$75000 to \$99999	4,169	16.9%	10.2%	119
\$100000+	6,654	26.9%	9.0%	105
New England	1,186	4.8%	8.6%	100
Middle Atlantic	3,214	13.0%	8.3%	96
East North Central	4,174	16.9%	9.5%	110
West North Central	1,753	7.1%	9.2%	106
South Atlantic	5,033	20.4%	9.0%	104
East South Central	1,327	5.4%	7.7%	90
West South Central	2,698	10.9%	8.4%	97
Mountain	1,610	6.5%	7.9%	92
Pacific	3,703	15.0%	8.3%	95
Non-MSA	3,390	13.7%	7.7%	89
MSA <500,000	4,485	18.2%	8.3%	96
MSA 500,000-2,000,000	6,263	25.4%	8.9%	103
MSA 2,000,000+	10,562	42.8%	9.0%	104
8th Grade or Less	1,914	7.7%	5.3%	61
1-3 years of High School	1,709	6.9%	8.6%	99
High School Grad	3,541	14.3%	6.7%	78
1-3 years of College	6,519	26.4%	9.3%	107
College Grad	7,293	29.5%	10.6%	123
Post-Grad Studies	3,591	14.5%	9.8%	113
Other	134	0.5%	10.4%	120

*Participation figures are in thousands

Regular Billiards/Pool Participants (13-24 times/year)

Table G

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	4,340		1.5%	
Male	2,907	67.0%	2.1%	137
Female	1,433	33.0%	1.0%	65
6~12	131	3.0%	0.5%	31
13~17	269	6.2%	1.2%	78
18~24	810	18.7%	2.8%	184
25~34	796	18.4%	1.9%	125
35~44	758	17.5%	1.8%	118
45~54	904	20.8%	1.9%	125
55~64	407	9.4%	1.2%	79
65+	264	6.1%	0.7%	43
Under \$25000	525	12.1%	1.1%	71
\$25000 to \$49999	955	22.0%	1.4%	95
\$50000 to \$74999	876	20.2%	1.6%	103
\$75000 to \$99999	849	19.6%	2.1%	137
\$100000+	1,135	26.2%	1.5%	102
New England	197	4.5%	1.4%	95
Middle Atlantic	517	11.9%	1.3%	88
East North Central	812	18.7%	1.8%	121
West North Central	443	10.2%	2.3%	152
South Atlantic	812	18.7%	1.5%	96
East South Central	207	4.8%	1.2%	79
West South Central	580	13.4%	1.8%	118
Mountain	245	5.7%	1.2%	80
Pacific	527	12.2%	1.2%	77
Non-MSA	633	14.6%	1.4%	95
MSA <500,000	756	17.4%	1.4%	92
MSA 500,000-2,000,000	1,081	24.9%	1.5%	101
MSA 2,000,000+	1,869	43.1%	1.6%	105
8th Grade or Less	215	5.0%	0.6%	39
1-3 years of High School	225	5.2%	1.1%	74
High School Grad	781	18.0%	1.5%	98
1-3 years of College	1,242	28.6%	1.8%	116
College Grad	1,348	31.1%	2.0%	130
Post-Grad Studies	522	12.0%	1.4%	93
Other	7	0.2%	0.6%	37

*Participation figures are in thousands

Frequent Billiards/Pool Participants (25+ times/year)

Table H

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	7,792		2.7%	
Male	5,378	69.0%	3.8%	141
Female	2,414	31.0%	1.7%	61
6~12	301	3.9%	1.1%	40
13~17	477	6.1%	2.1%	77
18~24	1,327	17.0%	4.6%	168
25~34	1,406	18.0%	3.4%	123
35~44	1,370	17.6%	3.2%	119
45~54	1,465	18.8%	3.1%	113
55~64	855	11.0%	2.5%	92
65+	592	7.6%	1.5%	54
Under \$25000	1,277	16.4%	2.6%	96
\$25000 to \$49999	2,143	27.5%	3.2%	118
\$50000 to \$74999	1,467	18.8%	2.6%	96
\$75000 to \$99999	1,001	12.8%	2.5%	90
\$100000+	1,904	24.4%	2.6%	95
New England	339	4.3%	2.5%	91
Middle Atlantic	897	11.5%	2.3%	85
East North Central	1,402	18.0%	3.2%	117
West North Central	594	7.6%	3.1%	114
South Atlantic	1,436	18.4%	2.6%	94
East South Central	431	5.5%	2.5%	92
West South Central	1,079	13.8%	3.3%	123
Mountain	573	7.4%	2.8%	104
Pacific	1,041	13.4%	2.3%	85
Non-MSA	1,176	15.1%	2.7%	98
MSA <500,000	1,646	21.1%	3.0%	112
MSA 500,000-2,000,000	1,793	23.0%	2.5%	93
MSA 2,000,000+	3,178	40.8%	2.7%	99
8th Grade or Less	390	5.0%	1.1%	39
1-3 years of High School	624	8.0%	3.1%	115
High School Grad	1,725	22.1%	3.3%	120
1-3 years of College	2,511	32.2%	3.6%	131
College Grad	1,935	24.8%	2.8%	104
Post-Grad Studies	591	7.6%	1.6%	59
Other	16	0.2%	1.2%	45

*Participation figures are in thousands

Core Billiards/Pool Participants (13+ times/year)

Table I

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	12,132		4.2%	
Male	8,285	68.3%	5.9%	139
Female	3,847	31.7%	2.6%	62
6~12	432	3.6%	1.5%	36
13~17	747	6.2%	3.3%	77
18~24	2,136	17.6%	7.4%	173
25~34	2,202	18.2%	5.3%	124
35~44	2,128	17.5%	5.0%	119
45~54	2,369	19.5%	5.0%	117
55~64	1,262	10.4%	3.7%	87
65+	856	7.1%	2.1%	50
Under \$25000	1,803	14.9%	3.7%	87
\$25000 to \$49999	3,098	25.5%	4.7%	110
\$50000 to \$74999	2,343	19.3%	4.2%	98
\$75000 to \$99999	1,849	15.2%	4.5%	107
\$100000+	3,039	25.1%	4.1%	97
New England	536	4.4%	3.9%	92
Middle Atlantic	1,414	11.7%	3.7%	86
East North Central	2,214	18.3%	5.0%	119
West North Central	1,037	8.5%	5.4%	128
South Atlantic	2,247	18.5%	4.0%	95
East South Central	638	5.3%	3.7%	88
West South Central	1,658	13.7%	5.1%	121
Mountain	819	6.7%	4.0%	95
Pacific	1,569	12.9%	3.5%	82
Non-MSA	1,809	14.9%	4.1%	97
MSA <500,000	2,402	19.8%	4.4%	105
MSA 500,000-2,000,000	2,874	23.7%	4.1%	96
MSA 2,000,000+	5,046	41.6%	4.3%	101
8th Grade or Less	604	5.0%	1.7%	39
1-3 years of High School	849	7.0%	4.3%	101
High School Grad	2,506	20.7%	4.8%	112
1-3 years of College	3,753	30.9%	5.3%	126
College Grad	3,283	27.1%	4.8%	113
Post-Grad Studies	1,113	9.2%	3.0%	71
Other	23	0.2%	1.8%	42

*Participation figures are in thousands

Male Billiards/Pool Participants

Table J

	Total # of Part. (000s)	Segment %	Male Participation Rate by Group	Index vs. Total Male Population
Total	23,812		17.0%	
6~12	1,196	5.0%	8.5%	50
13~17	2,198	9.2%	18.8%	111
18~24	3,484	14.6%	25.0%	147
25~34	4,790	20.1%	24.6%	145
35~44	4,375	18.4%	21.2%	124
45~54	4,280	18.0%	17.6%	103
55~64	2,205	9.3%	13.1%	77
65+	1,283	5.4%	6.7%	40
Under \$25000	2,993	12.6%	13.6%	80
\$25000 to \$49999	5,596	23.5%	17.0%	100
\$50000 to \$74999	4,948	20.8%	17.8%	105
\$75000 to \$99999	3,979	16.7%	19.7%	116
\$100000+	6,296	26.4%	16.9%	100
New England	1,113	4.7%	16.0%	94
Middle Atlantic	2,943	12.4%	15.6%	92
East North Central	4,308	18.1%	19.7%	116
West North Central	1,769	7.4%	18.7%	110
South Atlantic	4,724	19.8%	17.7%	104
East South Central	1,224	5.1%	15.2%	90
West South Central	2,760	11.6%	17.8%	105
Mountain	1,662	7.0%	16.2%	95
Pacific	3,309	13.9%	14.8%	87
Non-MSA	3,162	13.3%	15.1%	89
MSA <500,000	4,292	18.0%	16.4%	96
MSA 500,000-2,000,000	6,050	25.4%	17.2%	101
MSA 2,000,000+	10,308	43.3%	17.8%	105
8th Grade or Less	1,742	7.3%	9.4%	55
1-3 years of High School	1,996	8.4%	19.3%	114
High School Grad	4,226	17.7%	16.5%	97
1-3 years of College	6,334	26.6%	18.9%	111
College Grad	6,291	26.4%	19.5%	115
Post-Grad Studies	3,068	12.9%	16.1%	95
Other	154	0.6%	19.5%	115

*Participation figures are in thousands

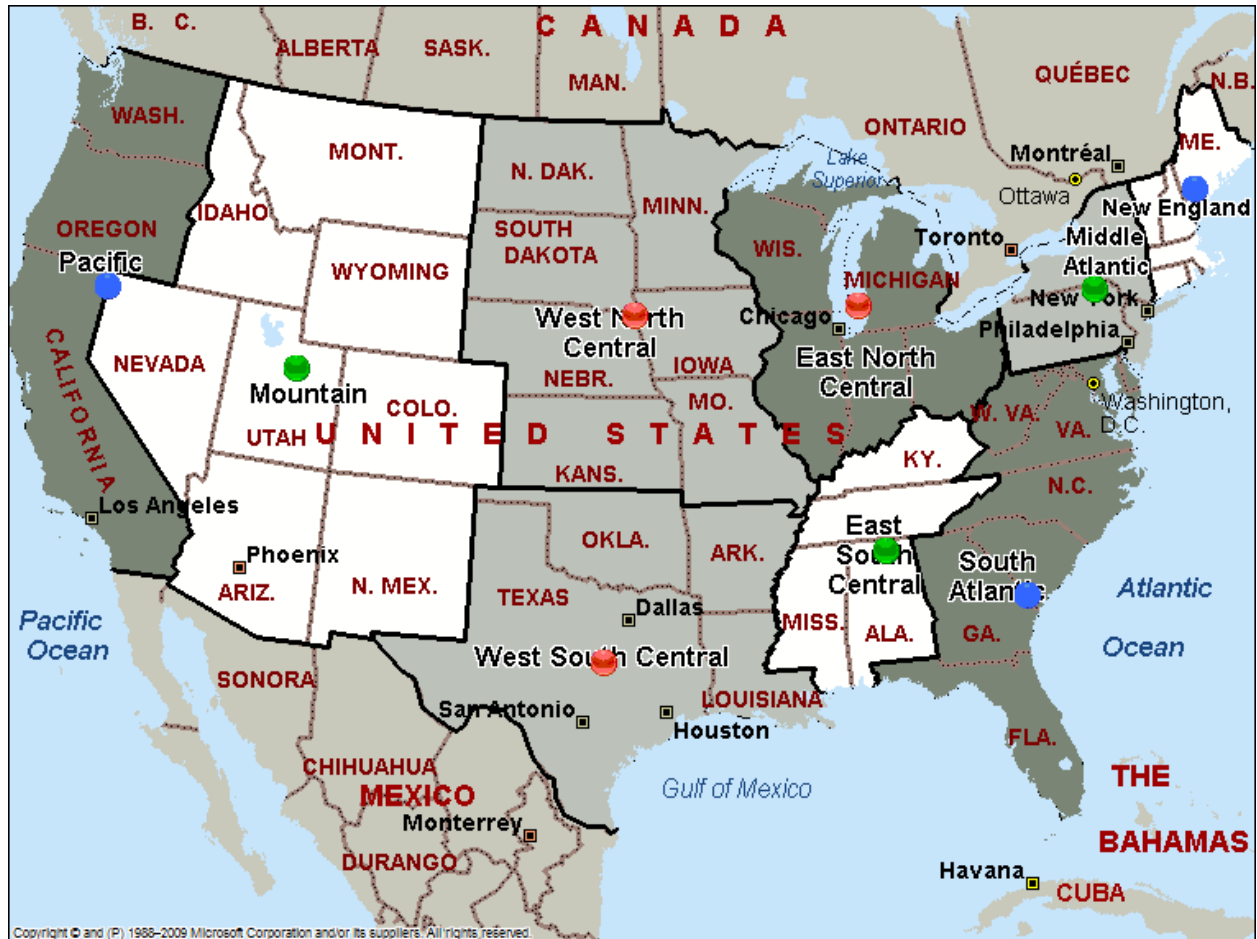
Female Billiards/Pool Participants

Table K

	Total # of Part. (000s)	Segment %	Female Participation Rate by Group	Index vs. Total Female Population
Total	13,019		8.9%	
6~12	476	3.7%	3.4%	38
13~17	730	5.6%	6.6%	73
18~24	2,336	17.9%	15.5%	173
25~34	3,116	23.9%	13.9%	156
35~44	2,689	20.7%	12.4%	139
45~54	2,395	18.4%	10.3%	115
55~64	817	6.3%	4.7%	53
65+	458	3.5%	2.2%	24
Under \$25000	1,667	12.8%	6.2%	70
\$25000 to \$49999	3,198	24.6%	9.5%	107
\$50000 to \$74999	2,697	20.7%	9.5%	106
\$75000 to \$99999	2,048	15.7%	10.0%	112
\$100000+	3,409	26.2%	9.4%	105
New England	612	4.7%	9.0%	101
Middle Atlantic	1,694	13.0%	8.6%	96
East North Central	2,071	15.9%	9.4%	105
West North Central	1,012	7.8%	10.4%	117
South Atlantic	2,568	19.7%	8.9%	99
East South Central	742	5.7%	8.1%	91
West South Central	1,579	12.1%	9.4%	105
Mountain	766	5.9%	7.6%	85
Pacific	1,976	15.2%	8.8%	98
Non-MSA	2,030	15.6%	8.8%	99
MSA <500,000	2,584	19.9%	9.3%	104
MSA 500,000-2,000,000	3,097	23.8%	8.7%	98
MSA 2,000,000+	5,307	40.8%	8.9%	100
8th Grade or Less	793	6.1%	4.5%	50
1-3 years of High School	562	4.3%	5.9%	66
High School Grad	1,781	13.7%	6.6%	74
1-3 years of College	3,909	30.0%	10.6%	119
College Grad	4,300	33.0%	11.9%	133
Post-Grad Studies	1,670	12.8%	9.4%	105
Other	5	0.0%	0.9%	11

*Participation figures are in thousands

Billiards/Pool Participants by Region



% of People Participating

- 9.2% to 1.05%
- 8.69% to 9.1%
- 7.6 % to 8.5%

of Participants 000s

- 1,800 to 2,600
- 1,000 to 1,799
- 600 to 999

Billiards/Pool Cross Participation in Other Activities**Aerobic Activities**

	Participants (000s)	Participant Rate	Index
Aerobics (High-Impact)	4,329	11.8%	215
Aerobics (Low-Impact)	5,466	14.8%	172
Aerobics (Step)	2,424	6.6%	203
Aquatic Exercise	2,622	7.1%	230
Boot Camp style cross-training	2,138	5.8%	215
Cardio Kickboxing	2,005	5.4%	243
Cross-Country Ski Machine	990	2.7%	280
Elliptical Motion Trainer	8,467	23.0%	210
Other Exercise to Music	5,591	15.2%	179
Running/Jogging	12,837	34.9%	196
Stair-Climbing Machine	4,333	11.8%	251
Stationary Cycling (Group)	2,738	7.4%	247
Stationary Cycling (Recumbent)	2,769	7.5%	177
Stationary Cycling (Upright)	6,638	18.0%	213
Swimming (Fitness)	6,452	17.5%	233
Treadmill	12,748	34.6%	185
Walking for Fitness	20,526	55.7%	143

Conditioning Activities

	Participants (000s)	Participant Rate	Index
Ab Machine/Device	5,725	15.5%	234
Calisthenics	2,859	7.8%	261
Pilates Training	2,113	5.7%	185
Rowing Machine	3,295	8.9%	262
Stretching	8,530	23.2%	193
Tai Chi	715	1.9%	200
Yoga	5,145	14.0%	179

Individual Sports

	Participants (000s)	Participant Rate	Index
Adventure Racing	512	1.4%	372
Archery	2,224	6.0%	261
Bowling	20,951	56.9%	313
Boxing for Fitness	2,114	5.7%	367
Boxing for Competition	238	0.6%	289
Darts	11,257	30.6%	533
Golf (9/18 Hole Course)	8,690	23.6%	263
Golf (Driving Range)	7,604	20.6%	290
Golf (mini-golf/Putt-putt)	7,855	21.3%	295
Golf (simulator + real equipment)	1,267	3.4%	397
Horseback Riding	2,734	7.4%	239
Ice Skating	3,440	9.3%	238
Martial Arts	1,134	3.1%	192
Mixed Martial Arts (Competition)	173	0.5%	261
Mixed Martial Arts (Fitness)	742	2.0%	349
Roller Skating (2x2)	2,085	5.7%	214
Roller Skating (Inline)	2,216	6.0%	248

Scooter Riding (Non-Motorized)	1,063	2.9%	172
Skateboarding	2,134	5.8%	284
Trail Running	2,109	5.7%	292
Triathlon (Non-Traditional/Off Road)	244	0.7%	267
Triathlon (Traditional/Road)	468	1.3%	261

Outdoor Sports

	Participants (000s)	Participant Rate	Index
Backpacking Overnight	2,540	6.9%	278
Bicycling (BMX)	546	1.5%	274
Bicycling (Mountain/Non-Paved Surface)	2,891	7.8%	329
Bicycling (Road/Paved Surface)	10,379	28.2%	200
Birdwatching	3,144	8.5%	191
Camping (RV)	4,602	12.5%	214
Camping	9,306	25.3%	219
Climbing (Sport/Indoor/Boulder)	1,682	4.6%	317
Climbing (Traditional/Ice/Mtn)	636	1.7%	307
Fishing (Fly)	1,954	5.3%	267
Fishing (Freshwater/Other)	10,845	29.4%	216
Fishing (Saltwater)	3,910	10.6%	253
Hiking (Day)	9,482	25.7%	213
Hunting (Bow)	1,405	3.8%	235
Hunting (Handgun)	1,044	2.8%	303
Hunting (Rifle)	3,200	8.7%	230
Hunting (Shotgun)	2,829	7.7%	253
Shooting (Sport Clays)	1,880	5.1%	348
Shooting (Trap/Skeet)	1,420	3.9%	334
Target Shooting (Handgun)	5,069	13.8%	266
Target Shooting (Rifle)	4,845	13.2%	278
Wildlife Viewing	5,834	15.8%	206

Racquet Sports

	Participants (000s)	Participant Rate	Index
Badminton	2,450	6.7%	285
Cardio Tennis	468	1.3%	336
Racquetball	1,992	5.4%	378
Squash	435	1.2%	322
Table Tennis	9,584	26.0%	421
Tennis	5,960	16.2%	278

Strength Activities

	Participants (000s)	Participant Rate	Index
Free Weights (Barbells)	9,318	25.3%	270
Free Weights (Dumbbells)	11,037	30.0%	241
Free Weights (Hand Weights)	12,440	33.8%	201
Home Gym Exercise	7,982	21.7%	242
Weight/Resistance Machines	11,405	31.0%	219

Team Sports

	Participants (000s)	Participant Rate	Index
Baseball	4,205	11.4%	260
Basketball	7,365	20.0%	246
Cheerleading	396	1.1%	107
Field Hockey	355	1.0%	277
Football (Flag)	2,695	7.3%	355
Football (Tackle)	2,133	5.8%	276
Football (Touch)	3,076	8.4%	341
Gymnastics	804	2.2%	129
Ice Hockey	664	1.8%	243
Lacrosse	347	0.9%	199
Paintball	1,992	5.4%	434
Roller Hockey	493	1.3%	341
Rugby	184	0.5%	251
Soccer (Indoor)	1,196	3.2%	214
Soccer (Outdoor)	2,923	7.9%	171
Softball (Fast Pitch)	764	2.1%	246
Softball (Slow Pitch)	2,678	7.3%	289
Swimming on a team	462	1.3%	152
Track & Field	1,036	2.8%	184
Ultimate Frisbee	1,948	5.3%	303
Volleyball (Court)	1,778	4.8%	231
Volleyball (Grass)	1,621	4.4%	327
Volleyball (Sand/Beach)	1,969	5.3%	394
Wrestling	618	1.7%	259

Water Sports

	Participants (000s)	Participant Rate	Index
Boardsailing/Windsurfing	664	1.8%	447
Canoeing	3,871	10.5%	307
Jet Skiing	3,159	8.6%	331
Kayaking (Recreational)	2,726	7.4%	257
Kayaking (Sea/Touring)	737	2.0%	282
Kayaking (White Water)	623	1.7%	313
Rafting	1,610	4.4%	327
Sailing	1,672	4.5%	349
Scuba Diving	1,141	3.1%	343
Snorkeling	3,401	9.2%	283
Stand-Up Paddling	379	1.0%	236
Surfing	976	2.6%	345
Wakeboarding	1,685	4.6%	386
Water Skiing	2,074	5.6%	364

Winter Sports

	Participants (000s)	Participant Rate	Index
Skiing (Alpine/Downhill)	3,288	8.9%	250
Skiing (Cross-Country)	1,441	3.9%	259
Skiing (Freestyle)	1,330	3.6%	283
Snowboarding	2,708	7.4%	277
Snowmobiling	1,708	4.6%	282
Snowshoeing	1,109	3.0%	209
Telemarking (Downhill)	648	1.8%	239



About SGMA Research

SGMA Research, powered by Sports Marketing Surveys USA (SMS) is the sole provider of marketing research and analysis for the Sporting Goods Manufacturers Association, (SGMA). This partnership places SMS at the forefront when it comes to marketing research for all things sport, sports participation and current trends in sports.

Sports Marketing Surveys USA has been in business since 1985, providing quantitative and qualitative marketing research and information for many of the leading manufacturers and organizations throughout the industry.

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