



# Sports Participation Snapshot

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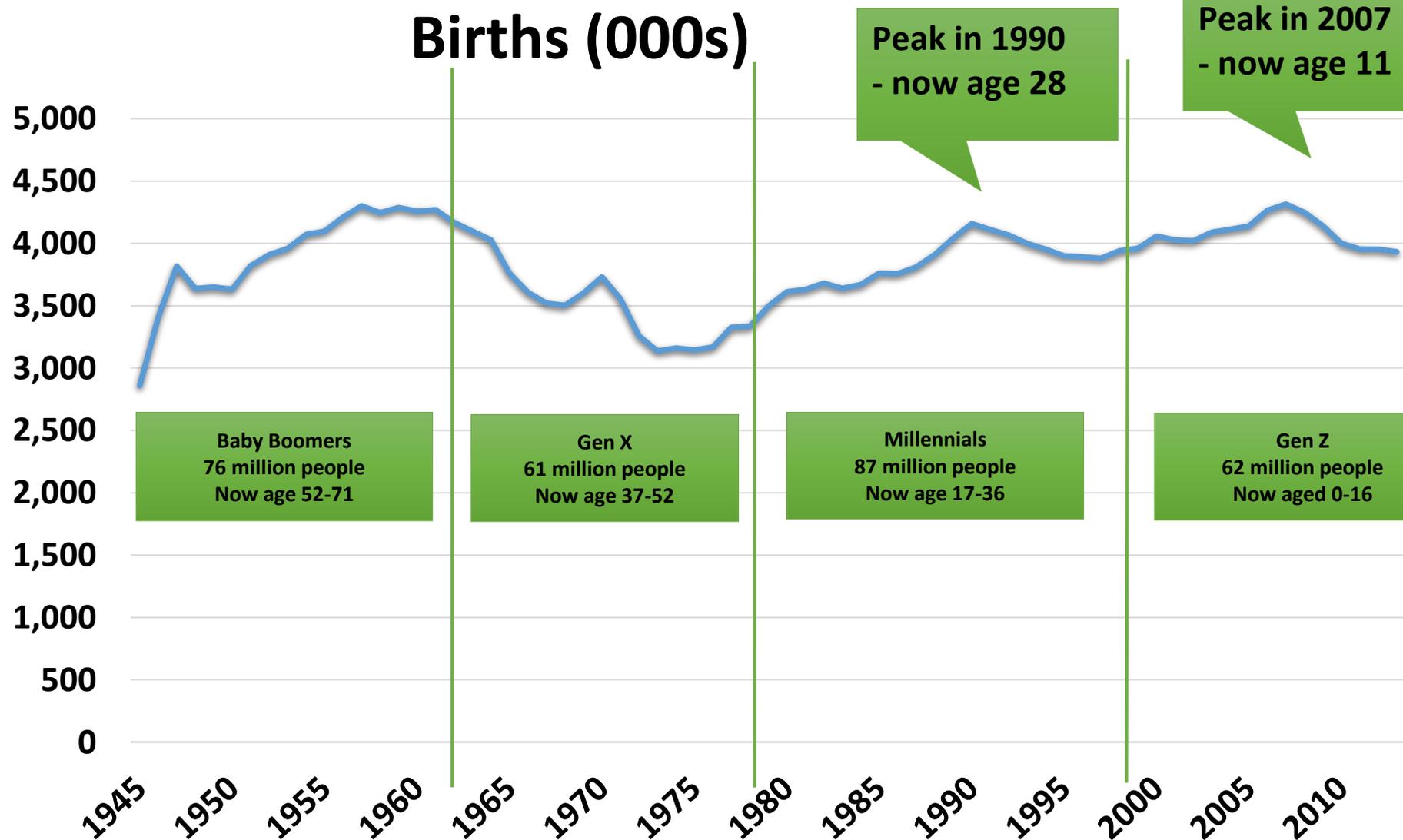
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*Promoting Sports & Fitness Participation and Industry Vitality*



# Birth Peak 2007 = Opportunity for Team Sports?



**Baby Boomers**  
76 million people  
Now age 52-71

**Gen X**  
61 million people  
Now age 37-52

**Millennials**  
87 million people  
Now age 17-36

**Gen Z**  
62 million people  
Now aged 0-16

Peak in 1990  
- now age 28

Peak in 2007  
- now age 11

What are we going to do now that the peak Gen Z age are about to become teenagers.



# Top Ten Fastest Growing Sports – 3 Year Participation Rate

Sport/Fitness Activity	3-Year Average Annual Growth
1 Bicycling (BMX)	13.3 %
2 Cardio Tennis	11.3%
3 Triathlon (Non-Traditional/Off Road)	10.5%
4 Skiing (Freeski/Freestyle)	9.7%
5 Pickleball	8.5%
6 Rugby	8.4%
7 Hiking (Day)	7.5%
8 Trail Running	6.7%
9 Cross-Training Style Workouts	6.6%
10 Stand Up Paddling	6.5%

