

Table 1224. Consumer Purchases of Sporting Goods by Consumer Characteristics: 2005

[In percent. Based on sample survey of consumer purchases of 100,000 households. Excludes Alaska and Hawaii]

Characteristic	Total households	Footwear					Equipment				
		Aerobic shoes	Gym shoes/sneakers	Jogging/running shoes	Skateboarding shoes	Walking shoes	Multi-purpose home gyms	Rod/reel combination	Golf club set	Rifles	Soccer balls
Total	100	100	100	100	100	100	100	100	100	100	100
Age of user:											
Under 14 years old	19.2	6.4	47.0	9.0	42.0	5.6	–	8.6	4.4	3.0	63.1
14 to 17 years old	5.7	3.2	10.9	6.8	28.1	2.2	–	0.8	6.8	0.4	11.3
18 to 24 years old	10.0	5.7	6.2	10.1	13.4	5.4	6.9	2.8	1.1	6.3	5.1
25 to 34 years old	13.6	28.5	10.0	26.1	10.9	10.5	37.1	13.4	18.6	23.3	8.4
35 to 44 years old	15.0	19.5	10.8	20.5	4.7	15.7	31.1	30.7	21.1	22.2	2.0
45 to 64 years old	24.1	30.7	11.7	23.1	0.7	40.9	17.3	31.1	34.4	38.4	3.4
65 years old and over	12.4	6.0	3.4	4.4	0.2	19.7	7.6	10.4	13.6	6.4	0.0
Multiple ages	–	–	–	–	–	–	–	2.2	–	–	6.7
Sex of user:											
Male	49.2	15.4	53.3	50.8	74.8	38.0	57.0	75.7	77.9	86.6	62.4
Female	50.8	84.6	46.7	49.2	25.2	62.0	32.8	16.1	22.1	9.5	34.2
Household use	–	–	–	–	–	–	10.2	8.2	–	3.9	3.4
Annual household income:											
Under \$15,000	14.2	8.8	9.4	3.8	5.6	9.0	6.2	5.7	4.8	7.0	4.0
\$15,000 to \$24,999	14.1	6.1	10.7	6.7	8.5	12.0	1.2	10.7	6.1	16.6	8.0
\$25,000 to \$34,999	11.6	14.7	11.3	7.9	14.3	10.9	8.0	15.1	6.9	9.7	8.6
\$35,000 to \$49,999	15.2	14.7	15.5	16.0	19.7	14.7	22.4	19.8	7.5	24.8	14.8
\$50,000 to \$74,999	17.8	21.0	20.8	20.4	20.8	19.5	26.5	18.1	20.9	17.0	24.9
\$75,000 to \$99,999	12.3	13.3	15.4	18.5	16.0	16.3	12.2	17.5	20.3	10.8	13.9
\$100,000 and over	14.8	21.4	16.9	26.7	15.1	17.6	23.5	13.1	33.5	14.1	25.8

– Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2006* (copyright). <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.