

**Table 1211. Consumer Purchases of Sporting Goods by Consumer Characteristics: 2006**

[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	Hiking shoes/boots	Walking shoes	Multi-purpose home gyms	Rod/reel combination	Golf club sets	Rifles	Soccer balls
<b>Total . . . . .</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Age of user:</b>											
Under 14 years old . . . .	19.0	7.6	43.4	8.4	8.3	5.4	0.4	5.8	5.7	0.7	55.8
14 to 17 years old . . . . .	5.8	4.6	9.8	7.3	4.8	2.7	0.4	3.2	4.4	2.1	16.0
18 to 24 years old . . . . .	9.9	7.1	6.2	10.3	9.3	3.8	2.2	6.4	9.0	12.5	7.0
25 to 34 years old . . . . .	13.5	15.1	12.7	25.8	20.5	11.8	22.1	22.0	16.6	14.9	4.6
35 to 44 years old . . . . .	14.8	23.6	10.9	21.1	25.7	14.8	31.5	19.2	27.0	31.1	6.4
45 to 64 years old . . . . .	24.6	35.6	13.2	23.9	27.9	41.1	24.7	33.4	22.0	16.1	4.1
65 years old and over . . . .	12.4	6.4	3.8	3.2	3.5	20.4	3.4	5.4	15.3	18.5	1.5
Multiple ages . . . . .	–	–	–	–	–	–	15.3	4.6	–	4.1	4.6
<b>Sex of user:</b>											
Male . . . . .	49.3	22.2	52.8	47.9	67.7	35.1	63.2	76.7	71.2	89.5	58.8
Female . . . . .	50.7	77.8	47.2	52.1	32.3	64.9	21.4	12.9	28.8	7.1	35.2
Household use . . . . .	–	–	–	–	–	–	15.4	10.4	–	3.4	6.0
<b>Annual household income:</b>											
Under \$15,000 . . . . .	13.3	3.6	7.9	3.3	7.2	7.8	2.6	6.9	1.3	10.3	6.5
\$15,000 to \$24,999 . . . . .	13.6	10.2	11.3	5.3	6.8	11.8	9.3	10.1	6.8	3.7	3.8
\$25,000 to \$34,999 . . . . .	12.5	11.9	10.8	9.4	13.2	12.7	15.0	12.9	1.7	7.4	6.9
\$35,000 to \$49,999 . . . . .	14.9	14.3	16.4	13.0	16.6	14.7	11.0	16.4	7.6	17.4	10.7
\$50,000 to \$74,999 . . . . .	18.0	17.4	17.2	19.9	21.0	19.8	13.1	16.6	20.1	30.3	20.7
\$75,000 to \$99,999 . . . . .	12.8	21.8	17.3	19.7	15.5	13.5	15.2	16.0	17.3	5.8	20.3
\$100,000 and over . . . . .	14.9	20.8	19.1	29.4	19.7	19.7	33.8	21.1	45.2	25.1	31.1

– Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2007* (copyright). See <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.