

# Table 1214. Consumer Purchases of Sporting Goods by Consumer Characteristics: 2007

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

Characteristic	Total households	Footwear					Equipment				
		Aero-bic shoes	Fit-ness shoes	Gym shoes/sneakers	Trail running shoes	Walk-ing 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>
Age of user:											
Under 14 years old. . . . .	18.9	9.5	7.5	42.1	2.1	5.0	(NA)	10.8	3.3	3.6	60.5
14 to 17 years old . . . . .	5.8	3.7	8.3	10.4	17.5	2.6	0.6	1.1	2.6	2.6	11.5
18 to 24 years old . . . . .	9.8	4.8	5.6	5.7	7.0	3.9	5.3	8.6	5.5	1.8	2.4
25 to 34 years old . . . . .	13.5	24.2	20.4	14.5	31.9	9.9	16.6	22.2	27.1	23.1	10.8
35 to 44 years old . . . . .	14.6	17.5	21.5	9.9	23.2	15.2	31.1	16.7	22.5	19.2	4.0
45 to 64 years old . . . . .	25.0	27.6	29.8	13.7	17.9	42.6	42.2	35.3	30.6	42.8	5.9
65 years old and over. . . . .	12.4	12.7	6.9	3.7	0.4	20.8	4.2	4.4	8.4	6.6	0.4
Multiple ages. . . . .	–	–	–	–	–	–	–	0.9	–	0.3	4.5
Sex of user:											
Male . . . . .	49.3	21.1	39.4	50.4	61.5	37.8	59.7	81.5	79.8	95.4	62.4
Female . . . . .	50.7	78.9	60.6	49.6	38.5	62.2	32.6	13.2	20.2	3.1	32.6
Household use . . . . .	–	–	–	–	–	–	7.7	5.3	–	1.5	5.0
Annual household income:											
Under \$15,000 . . . . .	11.9	7.8	6.1	7.3	7.0	8.3	4.9	6.9	3.4	4.3	5.6
\$15,000 to \$24,999 . . . . .	12.9	9.2	6.8	9.3	5.7	11.0	2.3	8.4	2.9	10.3	4.3
\$25,000 to \$34,999 . . . . .	12.1	5.9	8.6	13.7	6.2	11.4	9.6	13.6	1.2	14.8	11.1
\$35,000 to \$49,999 . . . . .	15.2	18.2	14.8	16.0	17.6	14.6	15.5	13.0	11.2	13.4	10.0
\$50,000 to \$74,999 . . . . .	18.2	23.7	16.5	21.9	21.2	19.0	26.5	18.9	18.2	18.7	20.9
\$75,000 to \$99,999 . . . . .	14.2	17.5	20.0	15.0	19.4	17.6	15.4	14.3	24.6	12.8	26.3
\$100,000 and over . . . . .	14.5	17.7	27.2	16.8	22.9	18.1	25.8	24.9	38.5	25.7	21.8

– Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2008* (copyright). See also <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.