

**Table 1250. Sporting Goods Sales by Product Category: 1990 to 2009, and Projection, 2010**

[In millions of dollars (50,725 represents \$50,725,000,000), except percent. Based on a sample survey of consumer purchases of 80,000 households, (100,000 beginning 2000), except recreational transport, which was provided by industry associations. Excludes Alaska and Hawaii. Minus sign (-) indicates decrease]

Selected product category	1990	2000	2004	2005	2006	2007	2008	2009	2010, proj.
<b>Sales, all products</b> . . . . .	<b>50,725</b>	<b>74,442</b>	<b>85,811</b>	<b>88,434</b>	<b>90,472</b>	<b>91,423</b>	<b>80,431</b>	<b>70,856</b>	<b>75,666</b>
Annual percent change <sup>1</sup> . . . . .	(NA)	4.6	7.6	3.1	2.3	1.1	-12.0	-11.9	6.8
Percent of retail sales . . . . .	(NA)	2.5	2.5	2.4	2.3	2.3	2.0	1.9	1.9
Athletic and sport clothing . . . . .	10,130	11,030	11,201	10,898	10,580	10,834	10,113	9,246	9,665
Athletic and sport footwear <sup>2</sup> . . . . .	11,654	13,026	14,752	15,719	16,910	17,524	17,190	17,069	17,282
Aerobic shoes . . . . .	611	292	237	261	262	280	260	223	216
Basketball shoes . . . . .	918	786	877	878	964	892	718	741	735
Cross training shoes . . . . .	679	1,528	1,327	1,437	1,516	1,584	1,626	1,531	1,527
Golf shoes . . . . .	226	226	230	259	232	244	239	202	195
Gym shoes, sneakers . . . . .	2,536	1,871	2,221	2,314	2,434	2,699	2,639	2,539	2,593
Jogging and running shoes . . . . .	1,110	1,638	1,989	2,157	2,260	2,193	2,301	2,363	2,423
Tennis shoes . . . . .	740	533	508	528	505	452	467	396	380
Walking shoes . . . . .	2,950	3,317	3,496	3,673	4,091	4,197	4,204	4,416	4,543
Athletic and sport equipment <sup>2</sup> . . . . .	14,439	21,608	23,328	23,735	24,497	25,061	24,862	24,421	24,568
Archery . . . . .	265	259	332	372	396	396	394	379	383
Baseball and softball . . . . .	217	319	352	372	388	401	396	374	378
Billiards and indoor games . . . . .	192	516	622	572	574	531	396	312	300
Camping . . . . .	1,072	1,354	1,531	1,447	1,526	1,453	1,461	1,496	1,526
Exercise . . . . .	1,824	3,610	5,074	5,177	5,239	5,500	5,328	5,301	5,354
Fishing tackle . . . . .	1,910	2,030	2,026	2,139	2,218	2,247	2,067	1,859	1,861
Golf . . . . .	2,514	3,805	3,198	3,466	3,669	3,722	3,495	2,539	2,864
Hunting and firearms . . . . .	2,202	2,274	3,175	3,563	3,732	3,942	4,548	5,199	5,165
Optics . . . . .	438	729	859	887	1,014	1,019	1,024	1,070	1,091
Skin diving and scuba . . . . .	294	355	351	358	369	376	373	343	350
Snow skiing <sup>3</sup> . . . . .	475	495	452	643	501	531	482	502	516
Tennis . . . . .	333	383	362	397	418	440	387	368	364
Recreational transport . . . . .	14,502	28,779	36,531	38,082	38,485	38,003	28,266	20,120	24,151
Bicycles and supplies . . . . .	2,423	5,131	4,898	5,343	5,161	5,393	5,285	4,471	5,200
Pleasure boats, motors, accessories . . . . .	7,644	13,224	16,054	17,634	17,907	17,473	13,679	9,097	10,781
Recreational vehicles . . . . .	4,113	9,529	14,753	14,366	14,732	14,505	8,758	6,118	7,648
Snowmobiles . . . . .	322	894	826	739	685	632	544	435	522

NA Not available. <sup>1</sup> Represents change from immediate prior year. <sup>2</sup> Includes other products not shown separately. <sup>3</sup> Data through 2004 categorized as "Skiing Downhill."

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2010* and prior issues, (copyright). See <<http://www.nsga.org/4a/pages/index.cfm?pageid=3345>>.

**Table 1251. Consumer Purchases of Sporting Goods by Consumer Characteristics: 2009**

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

Characteristic	Total	Footwear					Equipment				
		Aerobic shoes	Fitness shoes	Gym shoes/sneakers	Jog-ging/running shoes	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>
Age of user:											
Under 14 years old . . . . .	18.7	7.2	10.0	44.7	9.4	5.5	-	6.2	1.5	5.4	53.4
14 to 17 years old . . . . .	5.6	4.5	2.6	7.9	6.4	2.9	1.5	1.3	0.9	1.1	15.8
18 to 24 years old . . . . .	9.8	5.0	4.8	5.0	6.0	2.2	1.3	5.1	2.3	3.8	8.5
25 to 34 years old . . . . .	13.4	22.0	30.2	10.3	25.9	8.5	50.8	11.7	15.9	10.6	11.5
35 to 44 years old . . . . .	14.0	14.3	15.4	11.3	24.0	13.0	17.9	19.7	17.9	18.6	2.7
45 to 64 years old . . . . .	25.7	35.4	32.7	15.7	24.5	45.6	27.4	49.1	39.3	52.4	6.6
65 years old and over . . . . .	12.8	11.6	4.3	5.1	3.8	22.3	1.1	6.9	22.2	8.1	0.5
Multiple ages . . . . .	-	-	-	-	-	-	-	-	-	-	1.0
Sex of user:											
Male . . . . .	49.3	26.6	37.1	52.9	44.6	36.7	77.2	78.4	66.8	85.9	62.5
Female . . . . .	50.7	73.4	62.9	47.1	55.4	63.3	21.4	16.2	33.2	10.3	36.0
Household use . . . . .	-	-	-	-	-	-	1.4	5.4	-	3.8	1.5
Annual household income:											
Under \$15,000 . . . . .	11.4	7.5	3.6	6.8	3.2	8.2	1.5	9.2	-	6.1	4.4
\$15,000 to \$24,999 . . . . .	12.2	11.2	6.5	7.6	4.7	8.5	4.1	8.2	5.6	2.4	7.5
\$25,000 to \$34,999 . . . . .	12.3	11.9	8.1	9.4	8.0	11.5	13.2	12.1	4.1	7.3	9.1
\$35,000 to \$49,999 . . . . .	14.9	12.4	16.5	15.3	14.1	15.8	17.9	9.0	3.7	22.1	15.8
\$50,000 to \$74,999 . . . . .	18.4	16.3	21.2	21.5	19.5	19.8	27.8	18.9	22.9	20.7	15.9
\$75,000 to \$99,999 . . . . .	14.9	15.8	19.3	16.8	19.5	16.9	15.1	17.8	38.4	13.6	23.7
\$100,000 and over . . . . .	15.9	24.9	24.8	22.6	31.0	19.3	20.4	24.8	25.3	27.8	23.6
Education of household head:											
Less than high school . . . . .	5.9	2.6	2.7	3.7	1.5	6.1	2.0	7.5	-	2.8	2.5
High school . . . . .	22.4	19.7	13.7	22.3	9.5	19.9	4.3	23.7	5.2	13.6	10.8
Some college . . . . .	36.0	28.2	40.0	32.7	30.9	36.8	35.1	41.1	29.2	38.8	36.5
College graduate . . . . .	35.7	49.5	43.6	41.3	58.1	37.2	58.6	27.7	65.6	44.8	50.2

- Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2010*, (copyright). See <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.