

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.
Sales, all products	50,725	74,442	85,811	88,434	90,472	91,423	80,431	70,856	75,666
Annual percent change ¹	(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 ²	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 ²	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 ³	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. ¹ Represents change from immediate prior year. ² Includes other products not shown separately. ³ 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
Total	100	100	100	100	100	100	100	100	100	100	100
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>>.