

**Table 1249. Sporting Goods Sales by Product Category: 1990 to 2008, and Projection, 2009**

[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	2003	2004	2005	2006	2007	2008	2009, proj.
<b>Sales, all products</b>	<b>50,725</b>	<b>74,442</b>	<b>79,779</b>	<b>85,811</b>	<b>88,434</b>	<b>90,472</b>	<b>91,423</b>	<b>79,632</b>	<b>72,055</b>
Annual percent change <sup>1</sup>	(NA)	4.6	2.6	7.6	3.1	2.3	1.1	-12.9	-9.5
Percent of retail sales	(NA)	2.5	2.4	2.5	2.4	2.3	2.3	2.0	1.8
Athletic and sport clothing	10,130	11,030	10,543	11,201	10,898	10,580	10,834	10,563	10,476
Athletic and sport footwear <sup>2</sup>	11,654	13,026	14,446	14,752	15,719	16,910	17,524	17,190	17,191
Aerobic shoes	611	292	222	237	261	262	280	260	257
Basketball shoes	918	786	890	877	878	964	892	718	726
Cross training shoes	679	1,528	1,407	1,327	1,437	1,516	1,584	1,626	1,640
Golf shoes	226	226	222	230	259	232	244	239	234
Gym shoes, sneakers	2,536	1,871	2,059	2,221	2,314	2,434	2,699	2,639	2,656
Jogging and running shoes	1,110	1,638	1,802	1,989	2,157	2,260	2,193	2,301	2,292
Tennis shoes	740	533	544	508	528	505	452	467	459
Walking shoes	2,950	3,317	3,468	3,496	3,673	4,091	4,197	4,204	4,164
Athletic and sport equipment <sup>2</sup>	14,439	21,608	22,394	23,328	23,735	24,497	25,061	24,883	24,638
Archery	265	259	320	332	372	396	396	394	383
Baseball and softball	217	319	340	352	372	388	401	396	387
Billiards and indoor games	192	516	625	622	572	574	531	426	395
Camping	1,072	1,354	1,487	1,531	1,447	1,526	1,453	1,460	1,431
Exercise	1,824	3,610	4,957	5,074	5,177	5,239	5,500	5,308	5,096
Fishing tackle	1,910	2,030	1,981	2,026	2,139	2,218	2,247	2,105	2,038
Golf	2,514	3,805	3,046	3,198	3,466	3,669	3,722	3,546	3,439
Hunting and firearms	2,202	2,274	2,654	3,175	3,563	3,732	3,942	4,584	4,938
Optics	438	729	847	859	887	1,014	1,019	1,024	1,034
Skin diving and scuba	294	355	338	351	358	369	376	373	363
Snow skiing <sup>3</sup>	475	495	462	452	643	501	531	494	479
Tennis	333	383	343	362	397	418	440	380	368
Recreational transport	14,502	28,779	32,397	36,531	38,082	38,485	38,003	26,996	19,750
Bicycles and supplies	2,423	5,131	4,736	4,898	5,343	5,161	5,393	5,285	4,968
Pleasure boats, motors, accessories	7,644	13,224	14,705	16,054	17,634	17,907	17,473	12,580	8,200
Recreational vehicles	4,113	9,529	12,058	14,753	14,366	14,732	14,505	8,587	6,011
Snowmobiles	322	894	898	826	739	685	632	544	571

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 2009* and prior issues, (copyright). See <<http://www.nsga.org/4a/pages/index.cfm?pageid=3345>>.

**Table 1250. Consumer Purchases of Sporting Goods by Consumer Characteristics: 2008**

[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	Jogging/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>	
Age of user:											
Under 14 years old	18.8	6.4	12.7	42.1	7.6	6.3	-	10.5	7.6	3.5	53.6
14 to 17 years old...	5.7	4.8	6.6	8.7	9.2	2.2	2.6	3.4	1.1	2.6	14.5
18 to 24 years old	9.8	6.6	6.6	5.2	7.2	3.4	1.1	2.9	3.8	7.1	5.6
25 to 34 years old	13.4	27.4	17.7	13.8	27.3	9.6	31.4	17.0	19.1	19.8	13.3
35 to 44 years old	14.3	18.7	15.7	11.2	20.3	13.4	18.5	24.7	9.3	17.1	8.7
45 to 64 years old	25.4	29.0	30.3	14.4	23.8	43.5	40.3	33.5	43.2	40.2	0.5
65 years old and over	12.6	7.1	10.4	4.6	4.6	21.6	3.9	7.1	15.9	9.7	-
Multiple ages	-	-	-	-	-	-	2.2	0.9	-	-	3.8
Sex of user:											
Male	49.3	17.8	36.7	56.6	47.0	37.0	58.0	82.3	80.6	90.3	68.9
Female	50.7	82.2	63.3	43.4	53.0	63.0	33.9	8.7	19.4	7.4	26.4
Household use	-	-	0.1	-	-	-	8.1	9.0	-	2.3	4.7
Annual household income:											
Under \$15,000	11.3	7.5	8.0	6.0	2.7	7.7	-	7.4	0.5	11.9	2.6
\$15,000 to \$24,999	12.2	11.2	4.7	6.9	5.5	10.9	1.3	4.0	-	14.2	2.3
\$25,000 to \$34,999	12.7	11.9	12.2	13.1	7.6	9.2	9.6	15.4	2.8	12.3	8.9
\$35,000 to \$49,999	14.8	12.4	16.3	15.3	11.3	16.0	7.2	15.8	6.4	16.3	11.3
\$50,000 to \$74,999	18.2	16.3	13.9	21.0	21.0	20.5	20.0	24.8	22.1	20.1	18.9
\$75,000 to \$99,999	15.2	15.8	24.6	16.1	18.3	17.6	28.0	12.3	23.2	16.2	27.3
\$100,000 and over	15.6	24.9	20.3	21.6	33.6	18.1	33.9	20.3	45.0	9.0	28.7
Education of household head:											
Less than high school	6.3	1.8	3.8	4.8	2.2	4.8	0.9	6.4	1.3	3.8	1.5
High school	22.7	11.4	18.9	21.3	13.4	22.9	10.0	24.2	8.3	26.6	11.6
Some college	36.1	35.3	29.9	37.8	27.1	37.4	30.4	45.1	23.8	39.5	29.8
College graduate	34.9	51.5	47.4	36.1	57.3	34.9	58.7	24.3	66.6	30.1	57.1

- Represents or rounds to zero.

Source: National Sporting Goods Association, Mt. Prospect, IL, *The Sporting Goods Market in 2009*, (copyright). See <<http://www.nsga.org/public/pages/index.cfm?pageid=869>>.