

LA84 FOUNDATION YOUTH SPORTS SURVEY

LOS ANGELES COUNTY, 2016

Table of Contents

Sampling Methodology – Survey Sampling International	3
Methodology (cont.)	4
Executive Summary	5
Sports Participation Trends	7
Future Sports Participation Interest	10
Inactivity* Among LA County Youth	12
Sports Participation Rates & Profiles	14
Media	53
P.E./Physical Activity Classes	54
Special Needs Children	57
Household Adults: Physical Fitness Status	59
Youth Profile	60
Respondent (Adult) Profile	62

Sampling Methodology – Survey Sampling International



- This project was carried out using accepted market research techniques. A representative sample of Los Angeles County was created so results could be projected. The samples for this study were created by Survey Sampling International.
- All surveys are subject to some margin of error — that is, the degree to which the results might differ from those obtained by a complete census of every person in the LA county area. For this survey, with a sample of 957 children, there is an average confidence interval of plus or minus 2.96 percentage points at the 95 percent confidence level. For example, if the survey results show 30% of the respondents, we can be confident 95 times out of 100 that the “real” value is between 27.04% and 32.96%

About Survey Sampling International

- For this study we used Survey Sampling International (SSI), a world leader in sample creation and provision. They provide samples for over 2,500 clients each year.
- Proprietary Panel: SSI panels are composed of sources that are over 90% proprietary, which means they’re constantly protecting, growing, and optimizing them. They actively manage and look to improve the respondent experience to have more loyal and engaged panel members.
- High Quality: SSI sample has been cited for the highest level of consistency and quality in more markets around the world than anyone else, as shown in the Grand Mean™ Project, the world’s largest independent assessment of online sampling.
- SSI’s sampling processes have been successfully audited every year since 1998 by Ernst & Young. The audits are performed as part of the annual Media Ratings Council audit of syndicated ratings produced by Arbitron Inc. and Scarborough Research.
- SSI adheres to ESOMAR standards
- Survey quality control methods include digital fingerprinting, identifying “speedsters,” “straightliners,” and reward claim authentication.

Methodology (cont.)

- Quotas: 200 screened households per each of the five Los Angeles County Regions
- Interviews were completed only with households with children age 6-17
- Regions of LA County were set according to their Service Planning Area (SPA):

Region	SPA
East	3,7
West	5, 8 (part)
Metro	4
South	6,8 (part)
North	1,2

Weighted Profile Counts and %		
Region	North: 246	26%
	South: 188	19%
	East: 295	31%
	West: 121	13%
	Metro: 107	11%
	Total: 957	100%
Age	6~8: 273	28%
	9~11: 245	26%
	12~14: 211	22%
	15~17: 228	24%
	Total: 957	100%
Race/Ethnicity	White: 307	32%
	Hispanic/Latino: 462	49%
	Black/African American: 118	12%
	Asian/Pacific Islander: 58	6%
	Other: 12	1%
	Total: 957	100%

- Original target screened household interviews: 1000
 - Actual households screened: 1466
 - Total households with kids 6-17: 600
 - Total kids aged 6 to 17: 957
 - Total Hispanic households with kids: 126
 - Total Hispanic kids aged 6 to 17: 211
 - Total household interviews in Spanish (with kids): 43 completes
- Throughout the analysis, a weighting technique was used in order for the data to better represent the Los Angeles County Population of 10,069,036 people (2014 estimate — Los Angeles County Department of Health).
- Projected participants for each sport were derived from Nielsen census estimates for 2016; visit http://www.nielsen.com/content/dam/nielsen/en_us/documents/pdf/Fact%20Sheets%20II/Nielsen%20Demographic%20Data%20Overview.pdf for more information.
- National sport participation rate comparisons are sourced from the Physical Activity Council, the nation's definitive source for sports participation data. Visit <http://www.physicalactivitycouncil.com/> for more information.

Executive Summary

PARTICIPATION

- Outdoor soccer has the highest participation rate among youth ages 6-17 in Los Angeles County, with 29% of children having played in the past 12 months. Swimming (27%), basketball (26%), baseball (23%), and running (17%) follow.
- Active LA county youth played on average 2.67 sports in the past year.
- With an average of 90 times per year, skateboarding has the highest “play frequency” of all sports among kids aged 6-17, followed by tackle football (60 times per year), cycling (59), basketball (55), and running (54).
- In aggregate, LA county youth played sports at an average of 114 times over the past year.
- 18.5% of LA county youth did not participate in a sport in the last year. Lack of interest was the most-cited reason. Younger children ages 6-8 and females were significantly more likely to be inactive. Households with inactive children were more likely to have adults with occasional or no physical activity. Additionally, households with parents receiving higher incomes were more likely to have played a sport, as well as kids who are enrolled in P.E. classes. White children were also more likely to have played a sport in the past year when comparing race/ethnicity breakouts.
- 65% of LA county youth would like to play a sport in the next year; soccer is the most desired sport to play in the next year followed by football, basketball, baseball, and tennis.

P.E. ENROLLMENT

- 85% of LA county youth are enrolled in a P.E. / physical activity class; those aged 9-14 are more likely to be enrolled compared to younger (6-8 years) and older (15-17 years) children.
- When comparing P.E. enrollment by race/ethnicity, black and African-American children in LA county are more likely to be in a P.E. class (94%), with white youth (82%) are the least likely compared to other race/ethnic groups.
- For those enrolled in a P.E. or physical activity class, 69% have class more than once a week; comparisons by household region show those living in the North are more likely to have more than one P.E. class a week (80%), while those residing in the Metro region are more likely to have only one P.E. class a week (56%).

SPECIAL NEEDS STATUS

- 10% of households in LA county report having a special needs child. Households in the South and metro regions have slightly higher levels of households with a special needs child compared to the other regions.

- Of households with special needs children, 31% state their child suffers from a physical disability, 42% intellectual/emotional disability, and 27% report a child with both a physical and intellectual/emotional disabilities.

HOUSEHOLD ADULT PHYSICAL FITNESS STATUS

- 50% of households with children ages 6-17 in LA county have adults who regularly participate in physical activity/sports; 39.6% occasionally participate and 10.4% are inactive.
- Accounting for household adult physical fitness status by race/ethnicity, white households are more likely to be more active with 57% regularly taking part in sports or physical activity; this is compared to Hispanics (47%), Black/African-American (39%), and Asian (35%). Those falling into the “other” race/ethnicity category have 53% of households with adults engaging in regularly physical activity.
- Households in the South region are more likely to hold adults who regularly participate at 60%, a noticeable lead over Metro (56%), West (53%), East (45%), and North (45%).
- Households with adults either occasionally participating or not participating at all in physical activities were more likely to have children that did not play a sport in the past year.

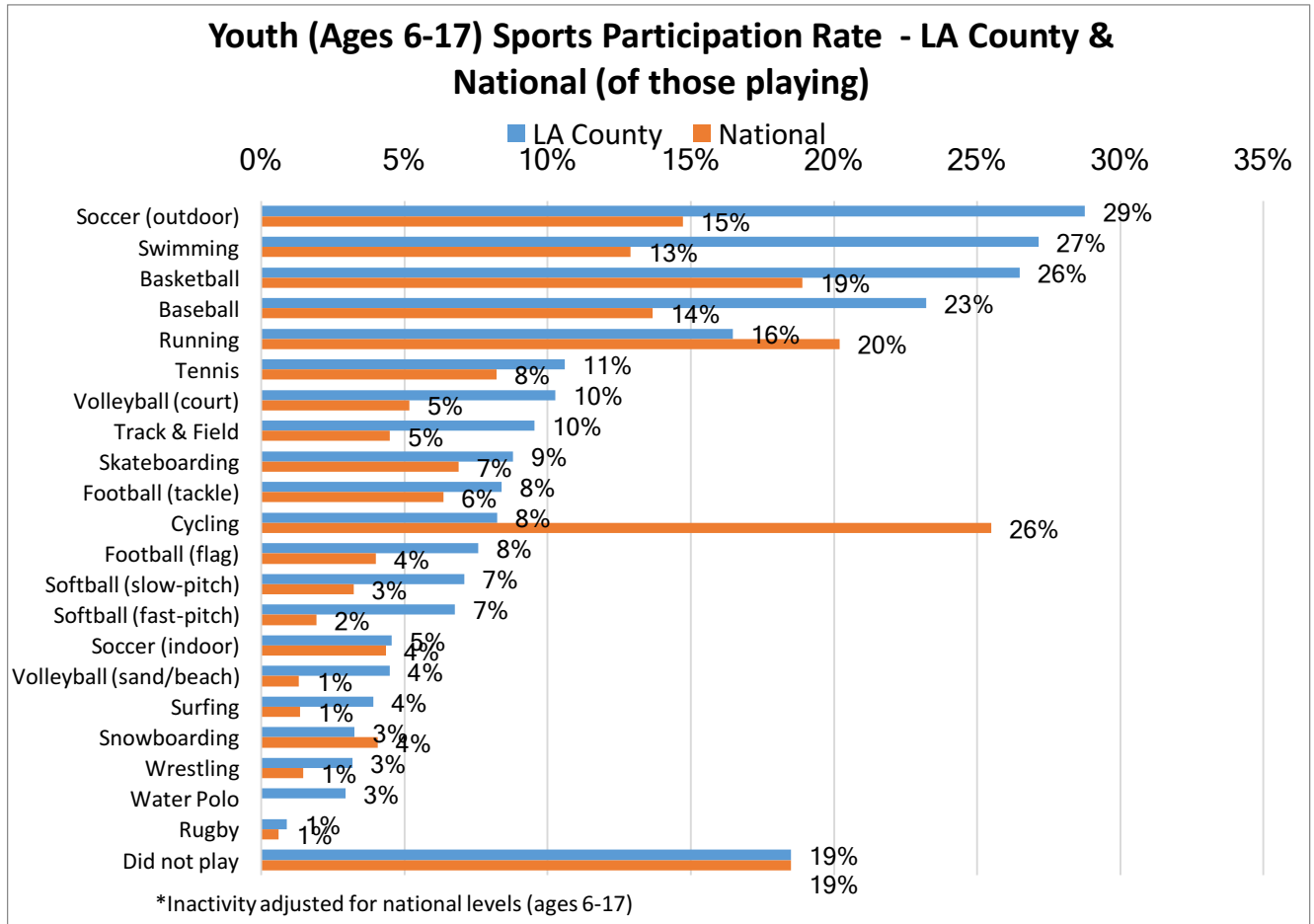
MEDIA

- YouTube is the social media platform most often used by LA county youth, with nearly half (48%) using it regularly — followed by Facebook (37%), Instagram (32%), Snapchat (25%) and Twitter (24%).
- Among websites & publications, ESPN has the highest percentage of regular usage at 29%, with Fox Sports second-most at 20%.

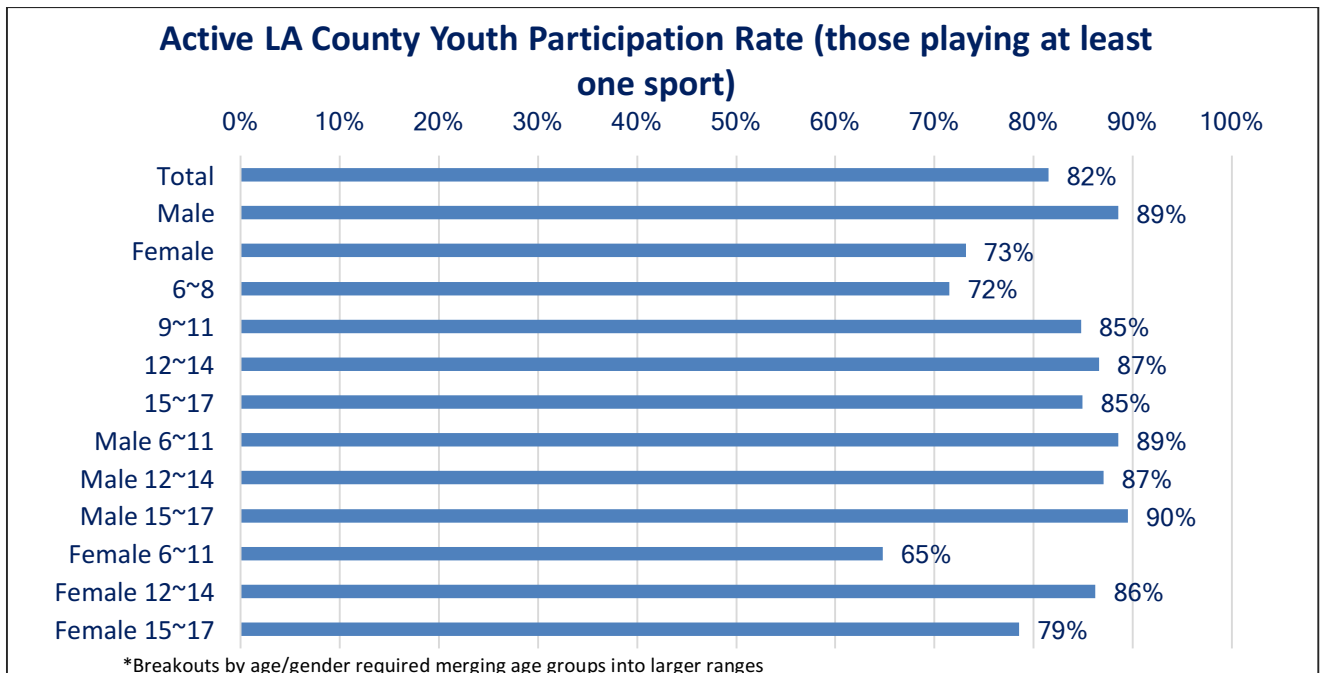
Sports Participation Trends

Participation Rate vs. Participation Frequency

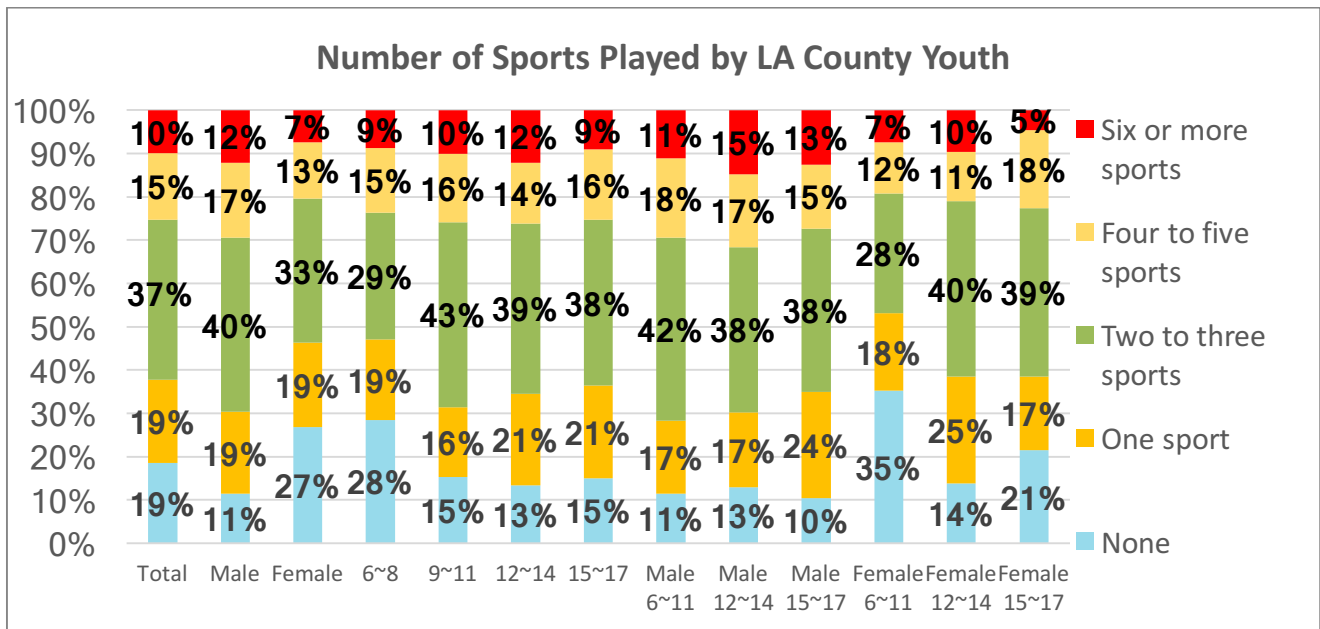
Participation rate is a measure of the percentage of a certain group taking part in that activity over the last 12 months, while *participation frequency* is the average number of play occasions (times the activity was participated in) per year. For example, the participation rate of basketball in LA county among youths 6-17 years old is 26% while the average participation frequency is 55; this means 26% of all youth aged 6-17 played basketball at least once, and of these 26% of youth the average times basketball is played per year is 55.



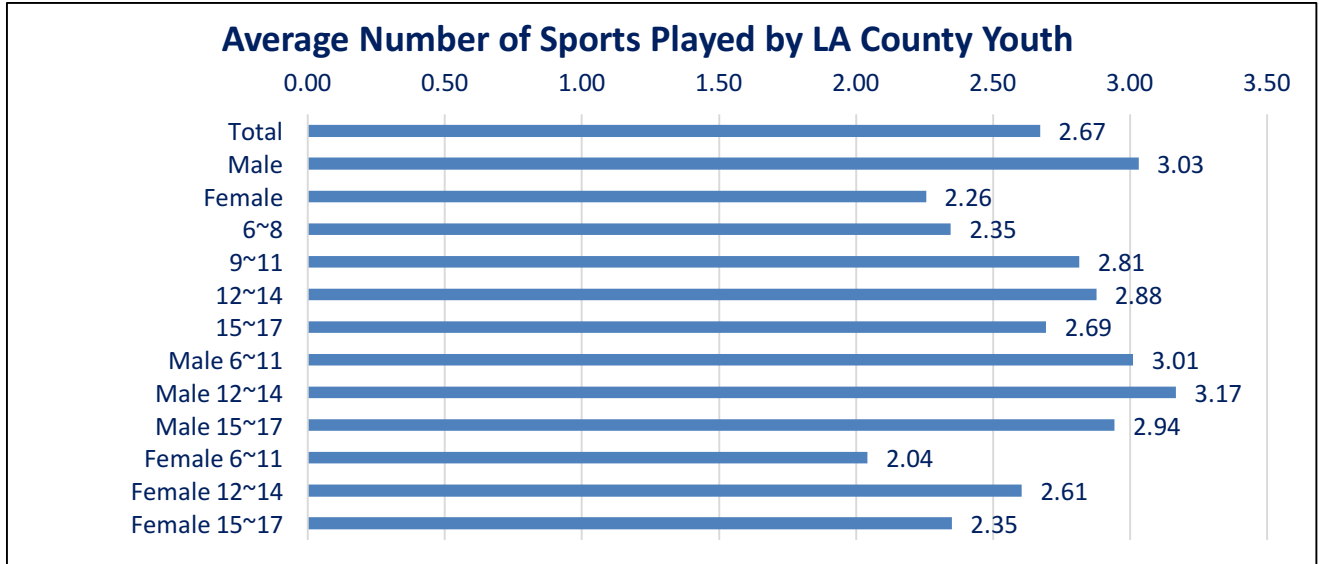
- Outdoor soccer is the most played sport among LA county youth — 29% of all children participated in the past 12 months.
- 18.5% of LA county youth did not play a sport in the past year.
- Most common sports specified when answering “Other” include:
 - Gymnastics: 1.3%
 - Taekwondo: 0.5%
 - Dance: 1.1%
 - Golf: 0.4%
 - Karate: 1.1%
 - Skiing: 0.4%



- Roughly 82% of LA county youth played at least one sport in the past 12 months, with 89% of males and 73% of females considered active sport participants.

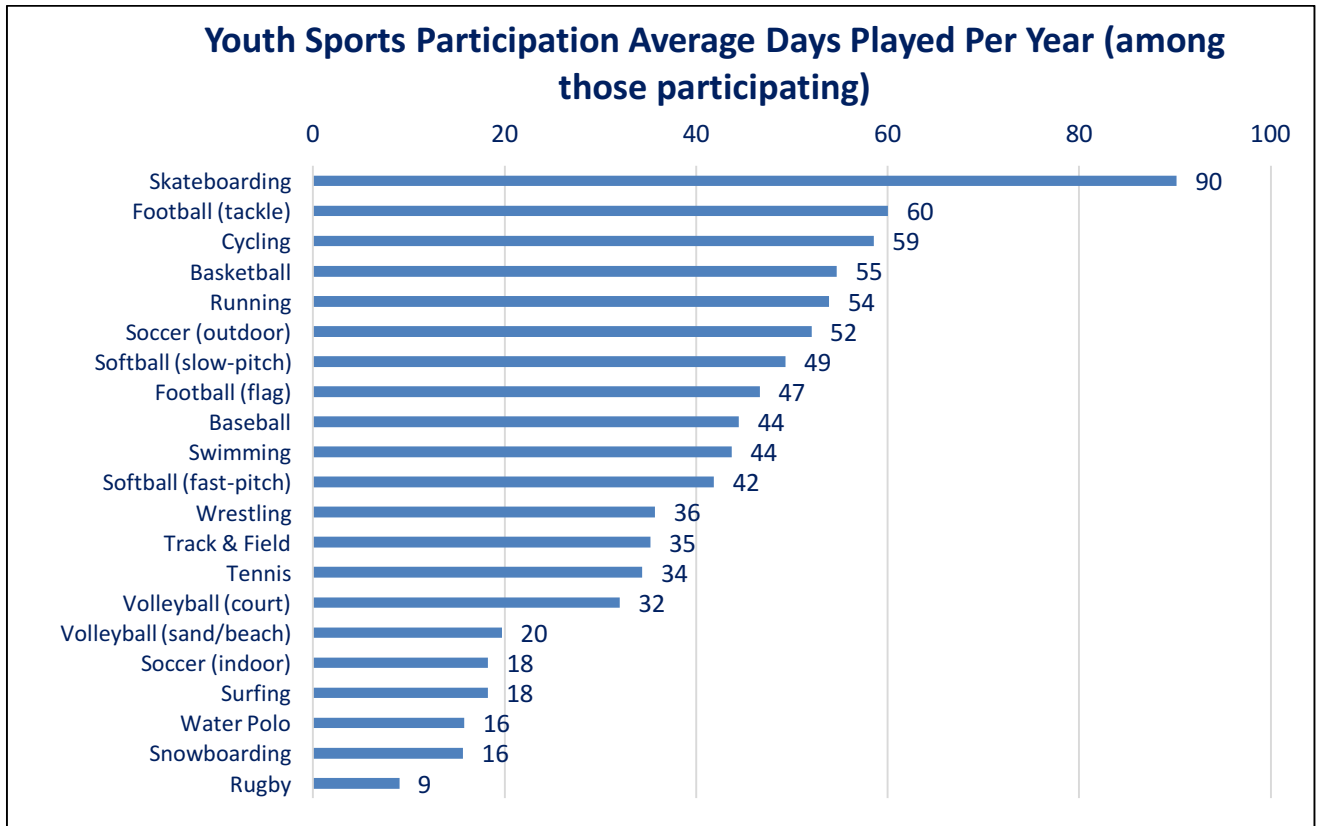


- Of LA county youth sport participants, 37% played two to three sports in the past year.

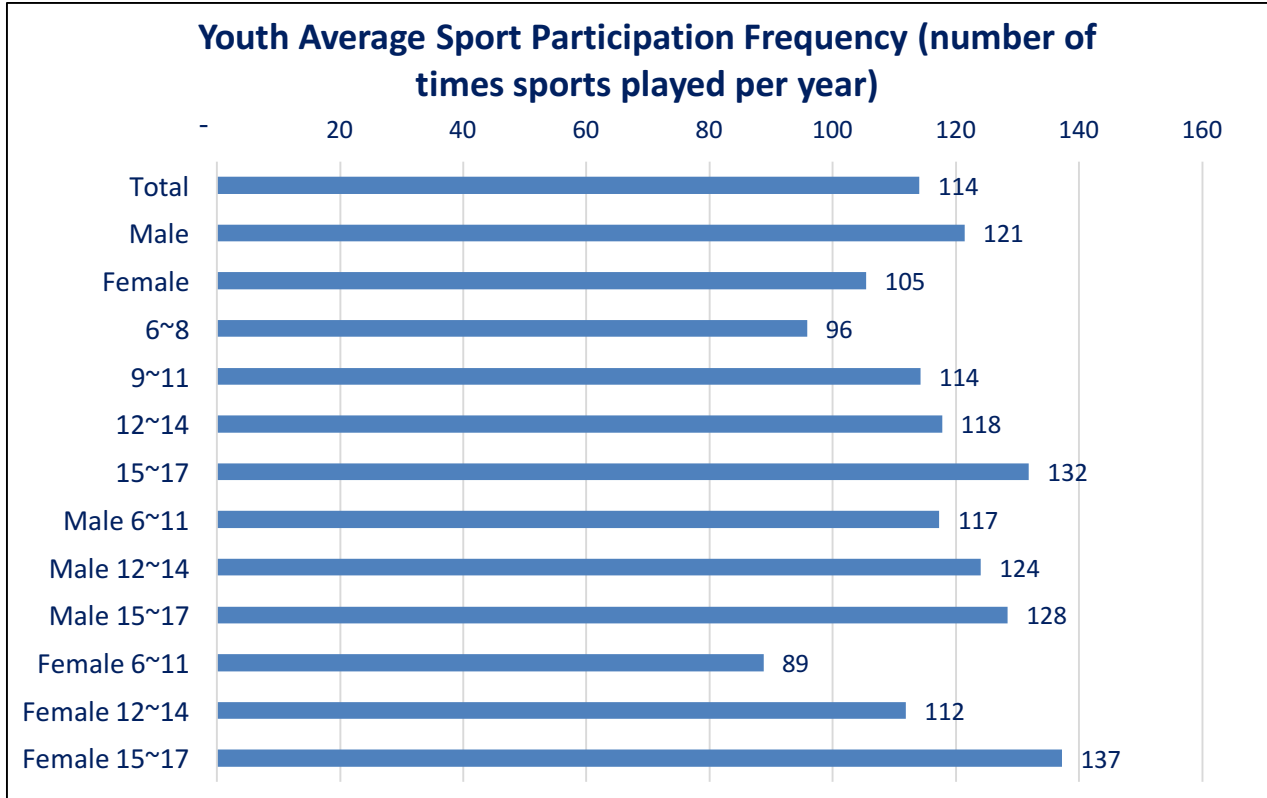


- LA county youth over the past year played an average of 2.67 sports.

Participation Frequency (Days Per Year)

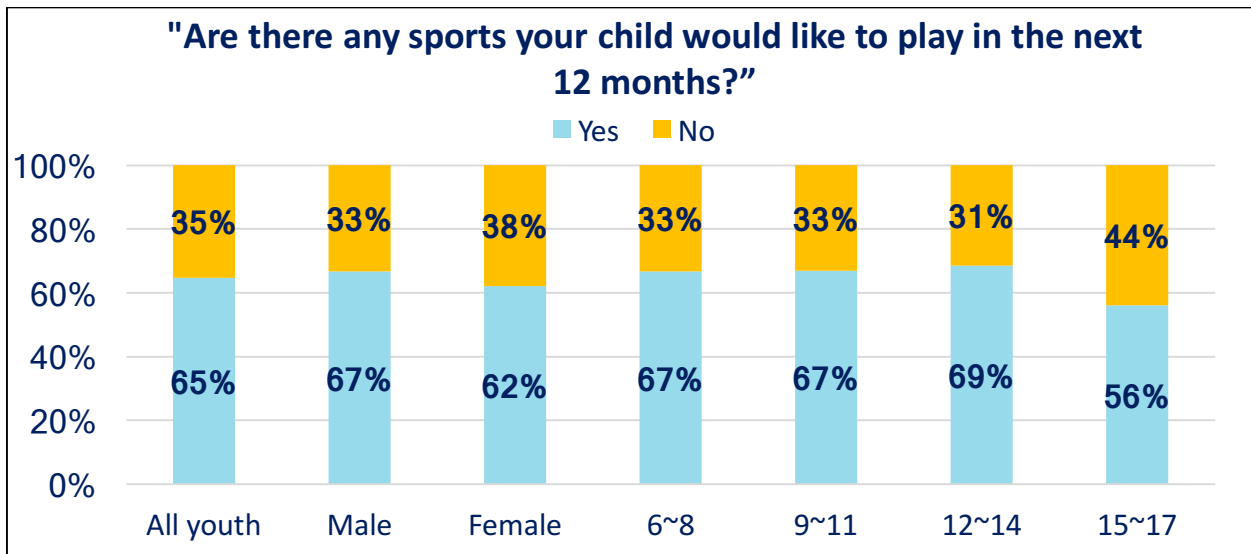


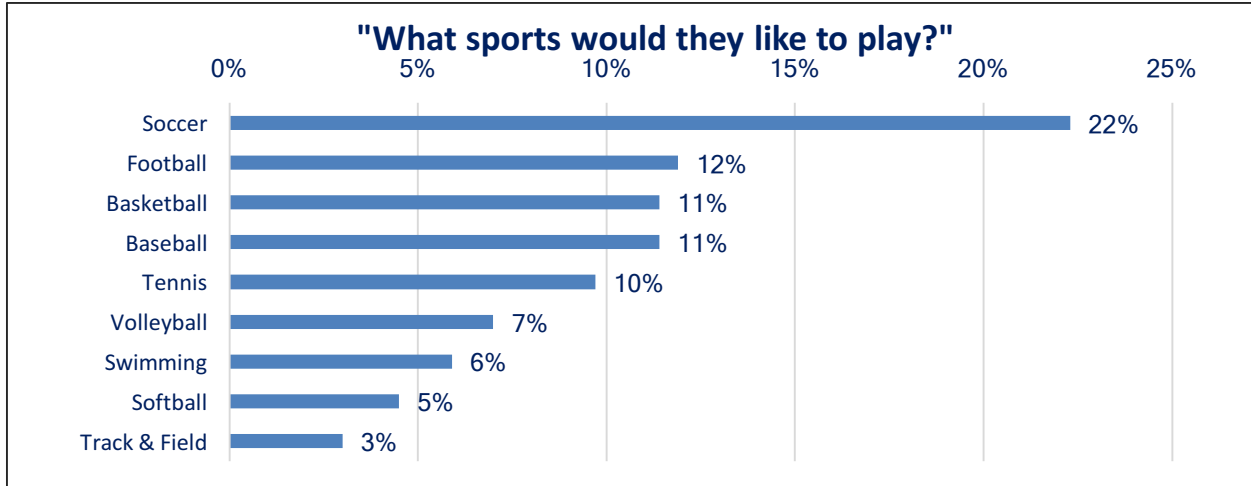
- Skateboarding is the sport with the highest average participation frequency per year in LA county among youth at 90 times every 12 months, significantly higher than any other sport.



- On average, LA county youth participated in sports 114 times over the last year. As age increases, average participation frequency rises as well.

Future Sports Participation Interest





- 65% of LA county youth would like to play a sport in the next 12 months
- Soccer is overwhelmingly the most desired sport to play in the next year among LA county youth, followed by football, basketball, baseball, and tennis.

Future Sport Participation Interest: Latent Demand Table

The following table was made by comparing active sport participants by the open-ended responses provided when asked “What sports would you like to play?” Responses were coded in categories of sports. For an example of reading this table, consider the first cell; this should be interpreted as 53% of outdoor soccer players who answered “yes” (to interest in sports participation next year) specified baseball as a desired sport.

Results should not be interpreted as a measure of latent demand as this question was not required to be answered by participants.

Sports Interested in Playing in the Next Year											
	Baseball	Basketball	Football	Soccer	Softball	Swimming	Tennis	Volleyball	Rugby	Cycling	Running
Soccer (outdoor)	53%	34%	54%	45%	32%	31%	54%	44%	69%	50%	30%
Basketball	40%	69%	54%	25%	29%	27%	43%	50%	48%	50%	29%
Swimming	33%	29%	42%	26%	25%	49%	53%	33%	83%	50%	48%
Baseball	61%	43%	52%	28%	6%	29%	23%	12%	59%	50%	11%
Running	9%	17%	22%	20%	8%	26%	21%	44%	48%	33%	65%
Tennis	12%	9%	8%	9%	28%	15%	42%	9%	48%	18%	7%
Volleyball (court)	4%	10%	4%	9%	6%	12%	19%	41%	31%	-	35%
Skateboarding	18%	20%	20%	9%	6%	10%	3%	7%	24%	-	-
Track & Field	8%	6%	18%	12%	10%	9%	5%	7%	17%	-	31%
Cycling	11%	7%	8%	8%	12%	36%	7%	17%	42%	68%	6%
Football (tackle)	11%	5%	33%	2%	-	8%	5%	1%	24%	15%	11%
Softball (slow pitch)	10%	7%	9%	8%	16%	16%	6%	12%	-	-	12%
Football (flag)	19%	12%	22%	10%	4%	8%	4%	-	52%	-	12%
Softball (fast pitch)	2%	7%	4%	12%	36%	3%	8%	12%	17%	-	-
Volleyball (sand/beach)	4%	2%	4%	3%	12%	3%	16%	-	31%	33%	-
Soccer (indoor)	3%	2%	6%	4%	8%	3%	6%	13%	10%	-	5%

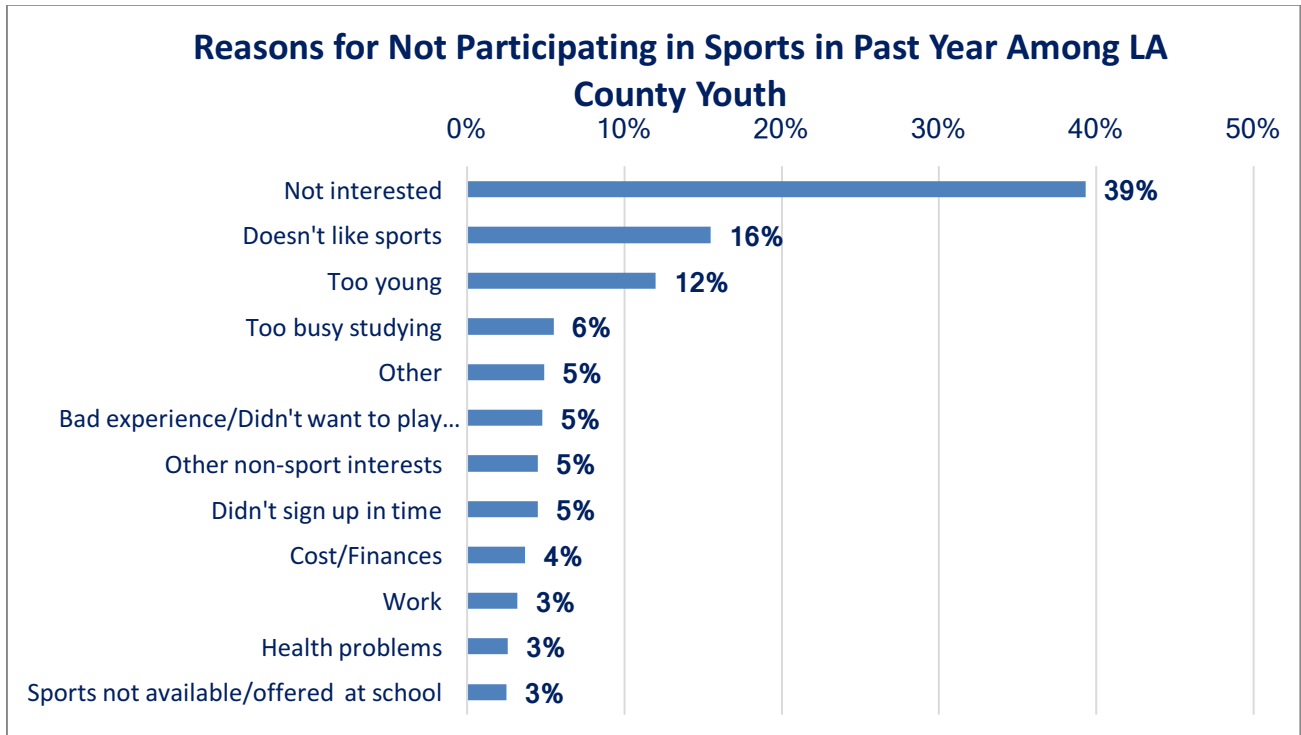
Sports Played in the Past Year

Inactivity* Among LA County Youth

(*Inactive = not participating in any of the listed sports or specified an “other” sport.)

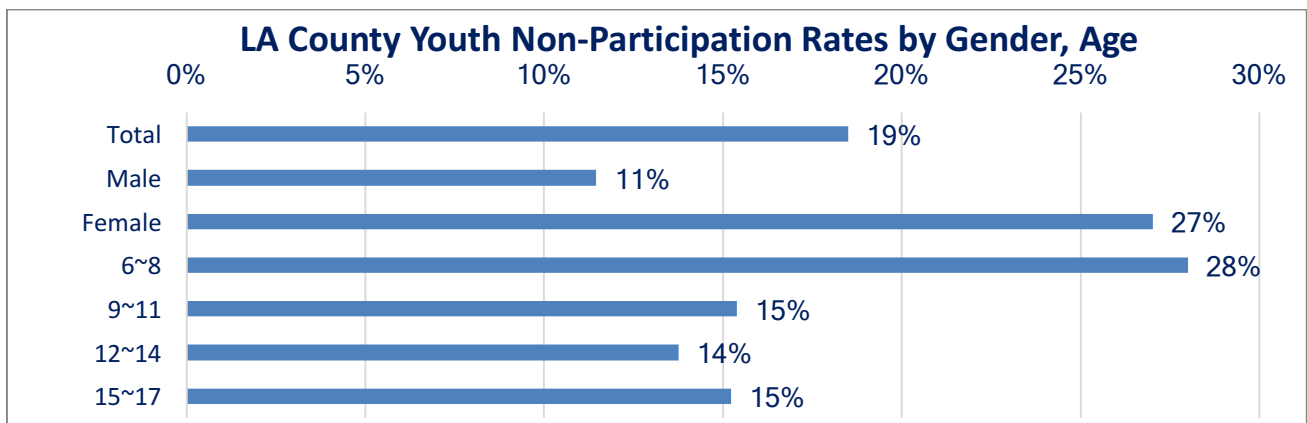
Reasons for Inactivity

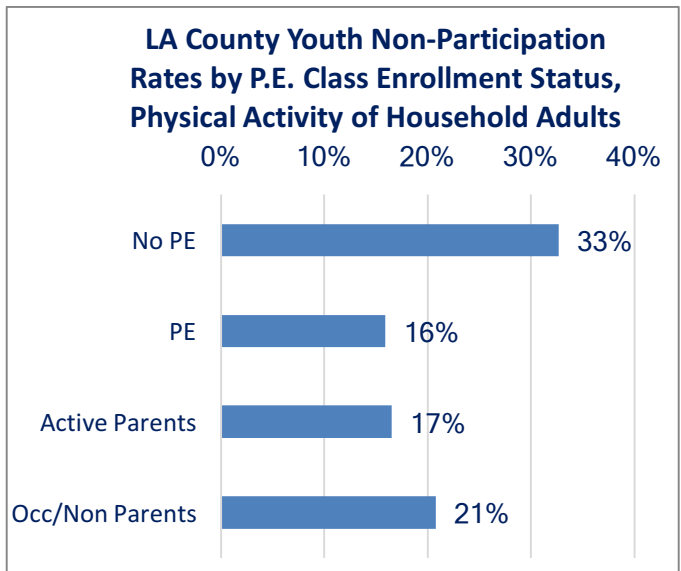
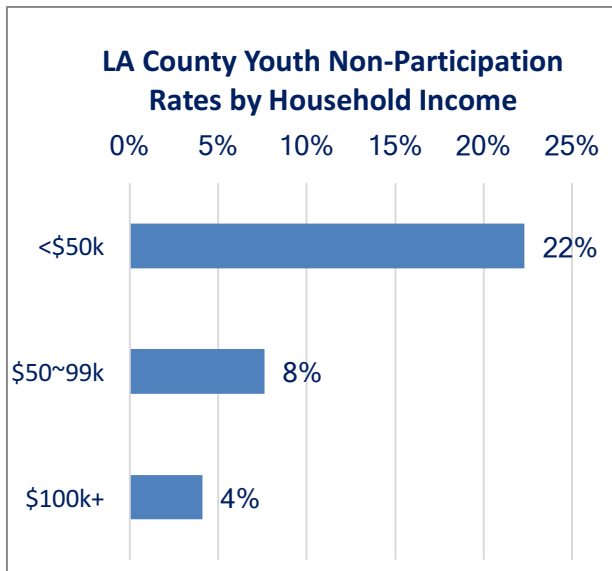
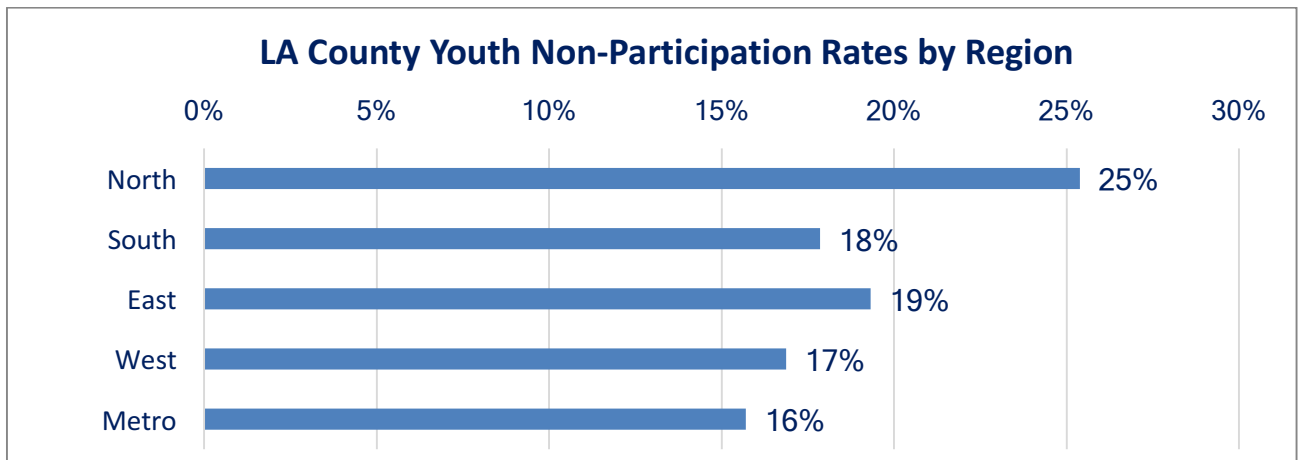
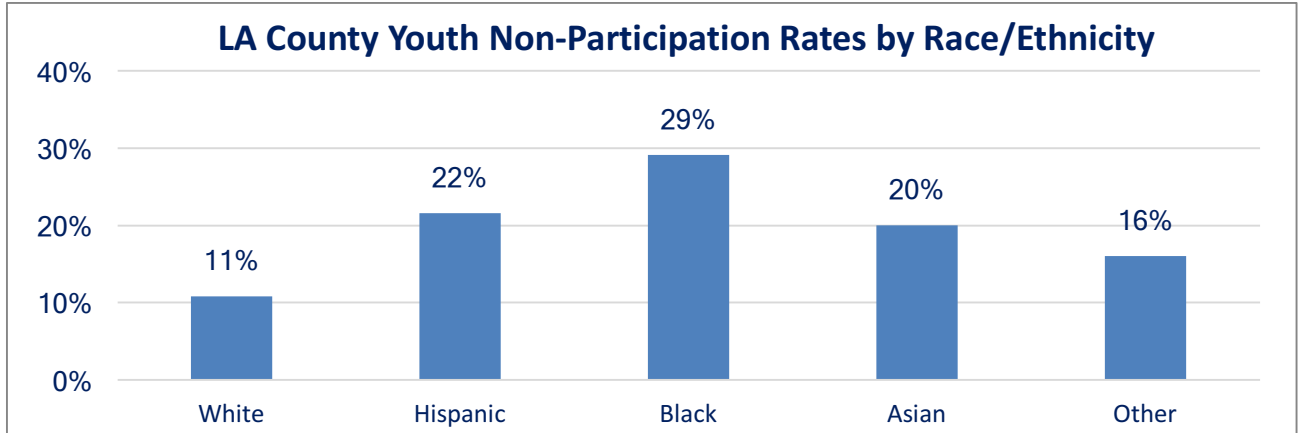
For those not playing a sport, an open-ended question was asked: “Why didn’t you participate in any sports in the past 12 months?” The responses were coded into several categories, shown below by the percentage of those not playing.



- For those not playing sports in the previous 12 months, a general lack of interest was most-often cited (39%). A dislike of sports was the next-highest reason stated for non-participation (16%).

Inactives: Profile





- A clear correlation exists between households with a child not participating in sports in the last year and parent income.
- LA county youth with active parents are less likely to have not played sports, similarly as those taking P.E. classes.

Sports Participation Rates & Profiles

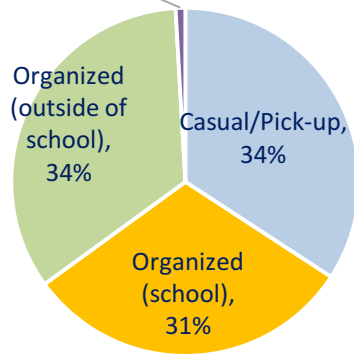
Reading the Sport Profiles

Each sport is highlighted into two sections: participation rates/projections & profiles. The profile section provides a breakout as a percentage of total participation within the sport. For instance, the baseball income profile shows households over \$100K at 40%; this indicates that 40% of households with a baseball player between 6-17 years old make over \$100k. The indices in each profile compare participation rate (% of a total group) with the LA county youth population to measure the relative likelihood of a sport participant being a member of that demographic.

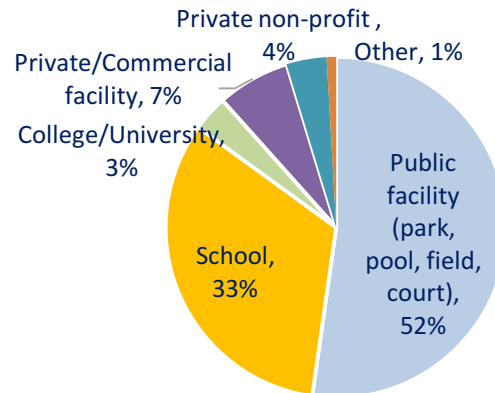
BASEBALL

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	23.2%	37.5%	9.8%	18.5%	29.9%	23.8%	23.7%
National Participation Rate (%)	13.7%	21.9%	4.3%	17.3%	16.4%	13.4%	10.9%
Average Play Frequency (per year)	44.5	48.8	28.2	27.1	57.1	45.9	44.6

Other, 1%
Type of Baseball Played Among LA County Youth



Where Baseball is Played Among LA County Youth

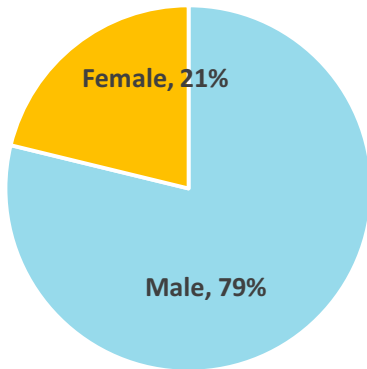


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	15.4%	26.6%	24.3%	19.7%	39.5%	23.2%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	61,463	82,130	119,392	34,507	55,876	352,144

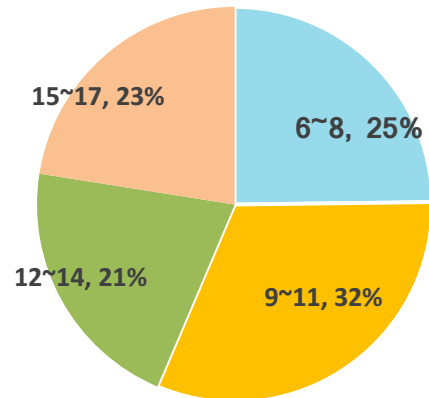
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: BASEBALL

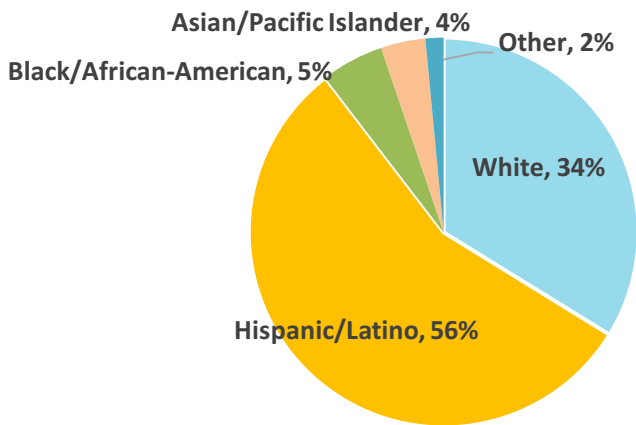
Gender



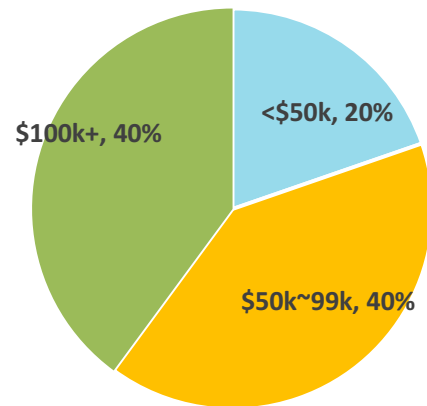
Age



Ethnicity



Income



Profile	Index
Male	146
Female	46
Ages 6~8	87
Ages 9~11	123
Ages 12~14	95
Ages 15~17	95
White	105
Hispanic/Latino	116
Black/African-American	42
Asian/Pacific Islander	62
<\$50K	60
\$50k~99k	115
\$100k+	126

Players of this sport are relatively more likely to be:

- Male
- Ages 9 to 11
- Hispanic/Latino
- More affluent

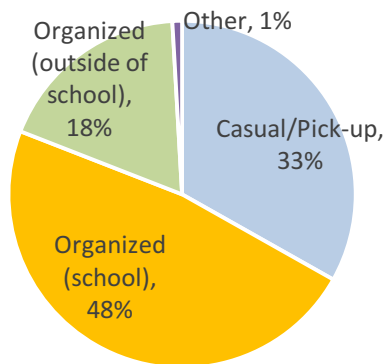
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

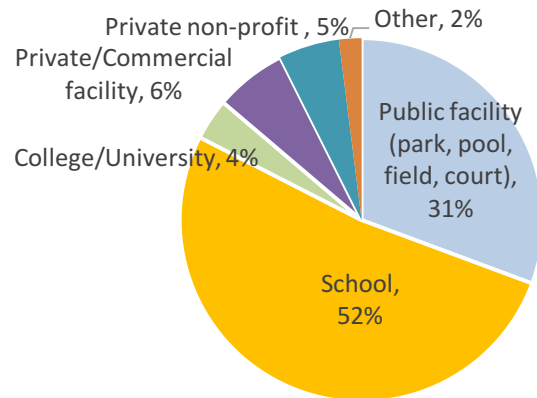
BASKETBALL

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	26.5%	37.0%	14.8%	15.6%	30.2%	31.6%	30.4%
National Participation Rate (%)	18.9%	25.3%	11.6%	14.5%	20.9%	23.7%	18.0%
Average Play Frequency (per year)	54.7	47.9	71.1	52.0	38.1	53.5	75.1

Type of Basketball Played Among LA County Youth



Where Basketball is Played Among LA County Youth

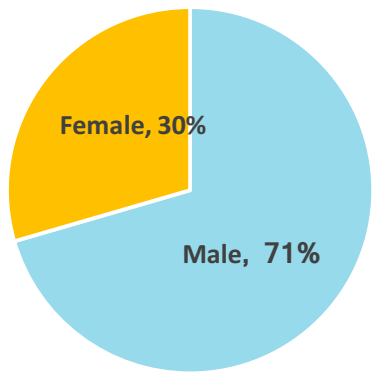


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	22.0%	26.9%	27.1%	23.5%	39.4%	26.5%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	87,762	82,890	133,322	41,262	55,740	401,568

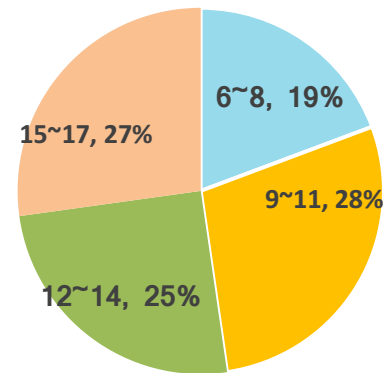
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: BASKETBALL

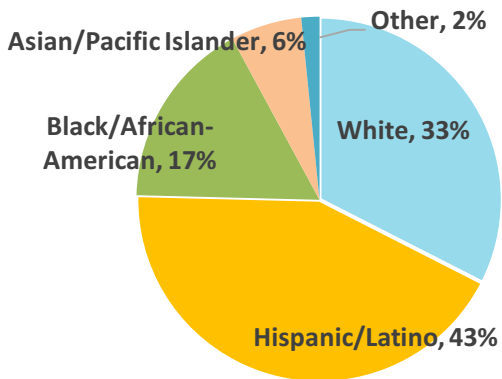
Gender



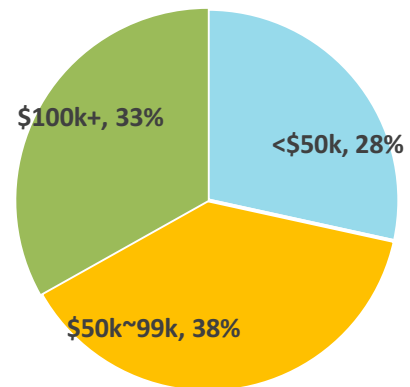
Age



Ethnicity



Income



Profile	Index
Male	131
Female	64
Ages 6~8	68
Ages 9~11	111
Ages 12~14	113
Ages 15~17	115
White	101
Hispanic/Latino	89
Black/African-American	136
Asian/Pacific Islander	105
<\$50K	86
\$50k~99k	109
\$100k+	104

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- Black/African-American
- Parent income between \$50 to \$99k

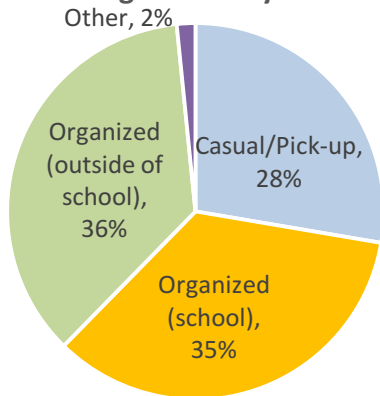
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

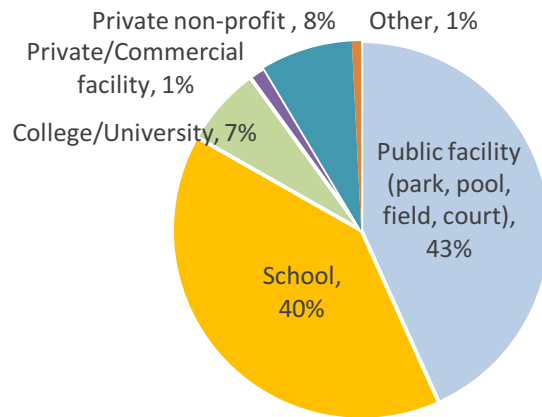
SOFTBALL (SLOW-PITCH)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	7.1%	5.7%	8.5%	6.6%	9.1%	7.8%	4.9%
National Participation Rate (%)	3.2%	2.0%	4.7%	3.1%	3.0%	3.4%	4.2%
Average Play Frequency (per year)	49.3	55.3	45.6	67.3	44.7	23.3	64.6

Type of Softball (Slow-Pitch) Played Among LA County Youth



Where Softball (slow-pitch) is Played Among LA County Youth

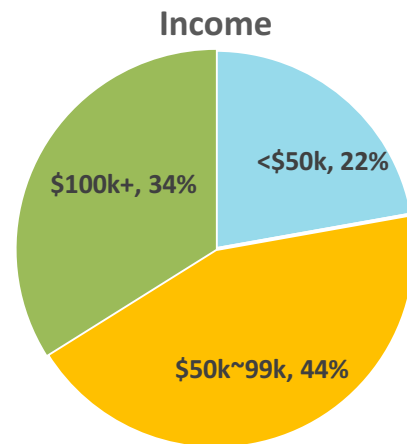
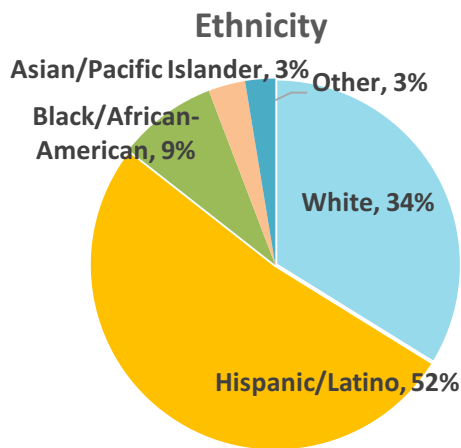
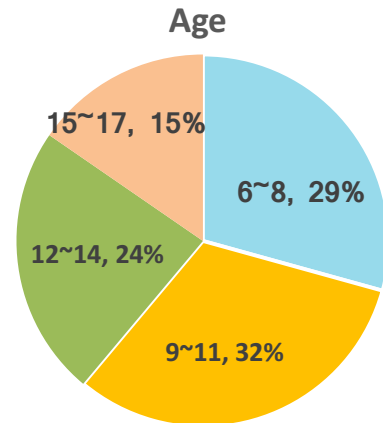
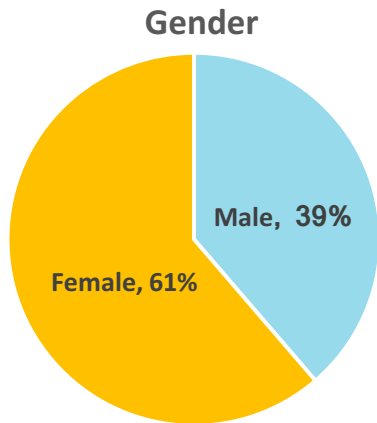


Projected Number of Players (by Region)

	North	South	East	West	Metro	Total
Participation Rate (%)	6.0%	5.9%	7.6%	8.2%	9.2%	7.1%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	23,935	18,251	37,410	14,390	13,020	107,497

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: SOFTBALL (SOFT-PITCH)



Profile	Index
Male	72
Female	133
Ages 6~8	103
Ages 9~11	124
Ages 12~14	106
Ages 15~17	65
White	105
Hispanic/Latino	107
Black/African-American	70
Asian/Pacific Islander	53
<\$50K	67
\$50k~99k	125
\$100k+	107

Players of this sport are relatively more likely to be:

- Female
- Ages 9 to 11
- Hispanic/Latino
- Parent income between \$50 to \$99k

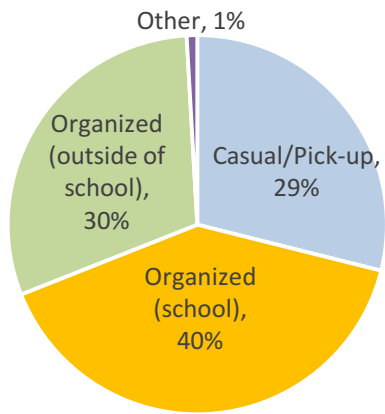
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

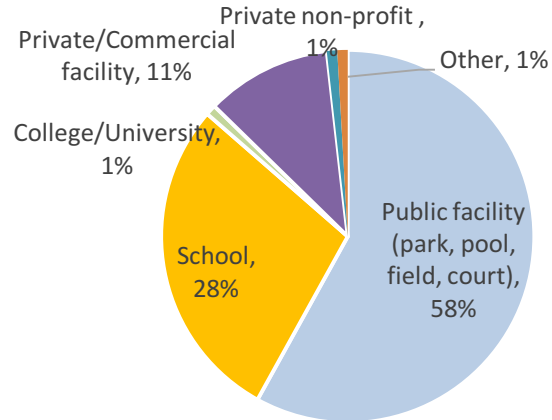
SOFTBALL (FAST-PITCH)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	6.8%	5.6%	8.2%	4.8%	5.1%	12.0%	7.4%
National Participation Rate (%)	1.9%	0.7%	3.3%	0.4%	2.2%	2.9%	2.2%
Average Play Frequency (per year)	41.9	16.0	59.2	27.0	32.8	41.0	63.6

Type of Softball (Fast-Pitch) Played Among LA County Youth



Where Softball (fast-pitch) is Played Among LA County Youth

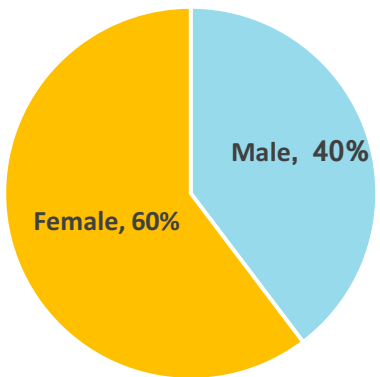


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	7.1%	7.6%	5.4%	5.1%	10.2%	6.8%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	28,367	23,574	26,664	8,957	14,376	102,554

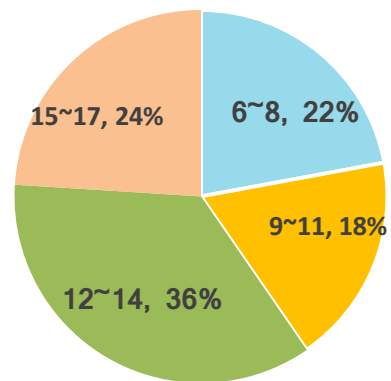
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: SOFTBALL (FAST-PITCH)

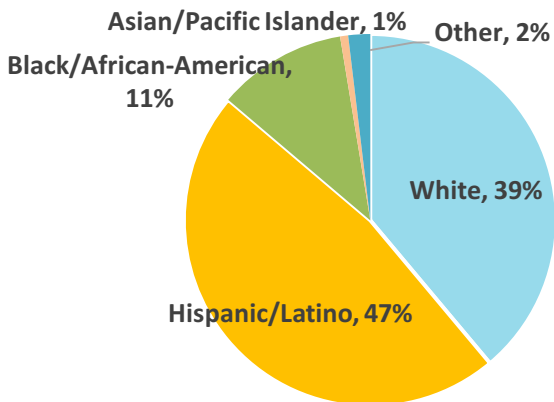
Gender



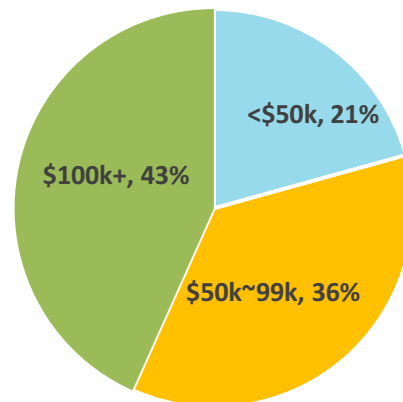
Age



Ethnicity



Income



Profile	Index
Male	74
Female	131
Ages 6~8	78
Ages 9~11	71
Ages 12~14	160
Ages 15~17	101
White	121
Hispanic/Latino	98
Black/African-American	91
Asian/Pacific Islander	12
<\$50K	63
\$50k~99k	102
\$100k+	137

Players of this sport are relatively more likely to be:

- Female
- Ages 12 to 14
- White
- More affluent

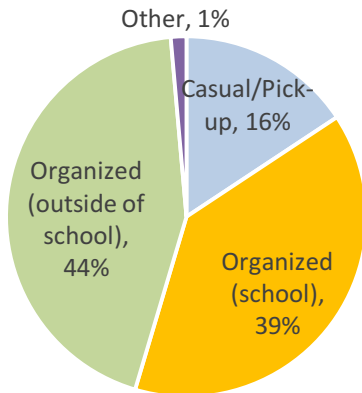
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

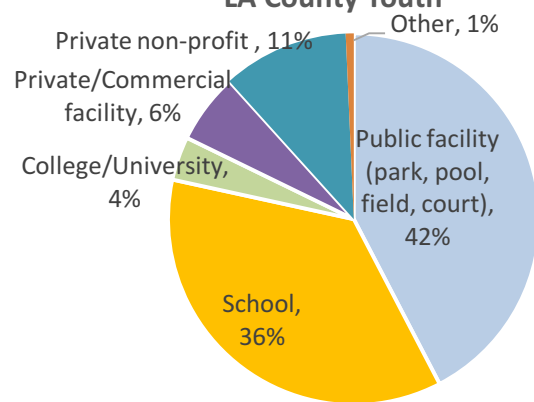
SOCCER (OUTDOOR)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	28.8%	36.2%	21.6%	24.5%	34.3%	32.3%	26.1%
National Participation Rate (%)	14.7%	16.9%	12.2%	19.0%	18.3%	13.4%	10.9%
Average Play Frequency (per year)	52.0	47.9	58.8	39.6	40.0	62.4	73.8

Type of Soccer (outdoor) Played Among LA County Youth



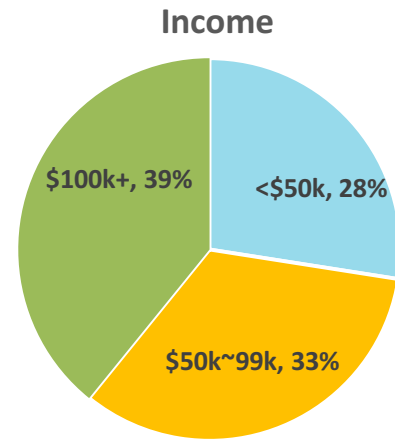
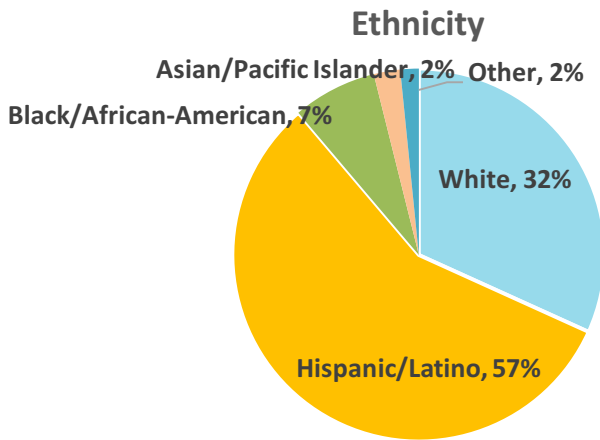
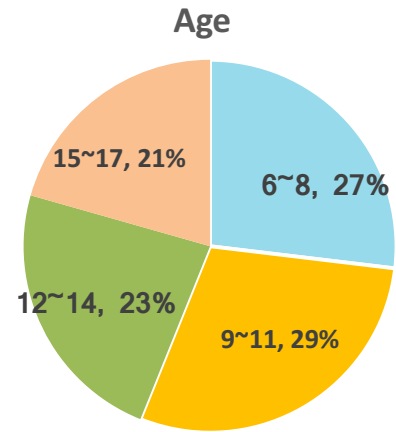
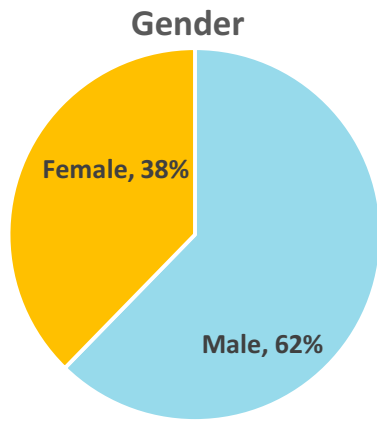
Where Soccer (outdoor) is Played Among LA County Youth



Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	26.3%	25.5%	29.5%	29.9%	37.1%	28.8%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	104,900	78,581	145,261	52,421	52,485	436,165

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: SOCCER (OUTDOOR)



Profile	Index
Male	116
Female	82
Ages 6~8	95
Ages 9~11	114
Ages 12~14	105
Ages 15~17	87
White	99
Hispanic/Latino	118
Black/African-American	59
Asian/Pacific Islander	38
<\$50K	83
\$50k~99k	95
\$100k+	124

Players of this sport are relatively more likely to be:

- Male
- Ages 9 to 11
- Hispanic/Latino
- More affluent

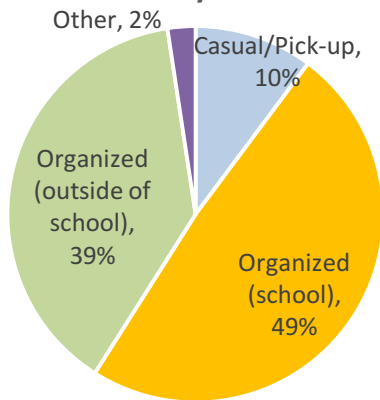
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

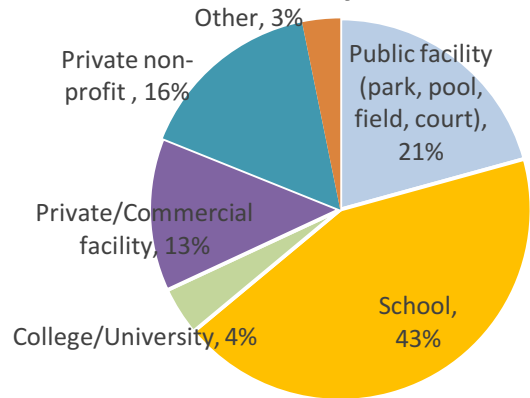
Soccer (Indoor)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	4.6%	7.0%	2.3%	4.8%	5.1%	5.2%	3.3%
National Participation Rate (%)	4.3%	4.7%	3.9%	4.2%	5.2%	4.4%	4.0%
Average Play Frequency (per year)	18.3	18.4	17.8	20.7	18.3	18.4	12.8

Type of Soccer (indoor) Played Among LA County Youth



Where Soccer (indoor) is Played Among LA County Youth

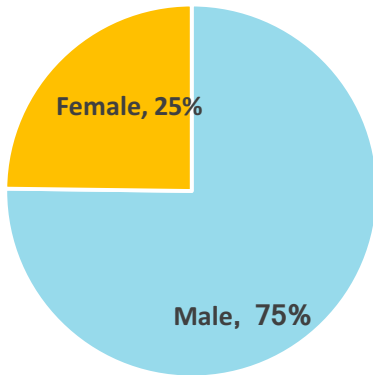


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	2.9%	4.8%	2.3%	5.5%	14.7%	4.6%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	11,524	14,956	11,541	9,691	20,750	69,193

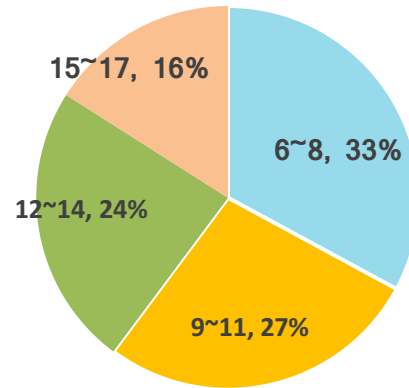
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: SOCCER (INDOOR)

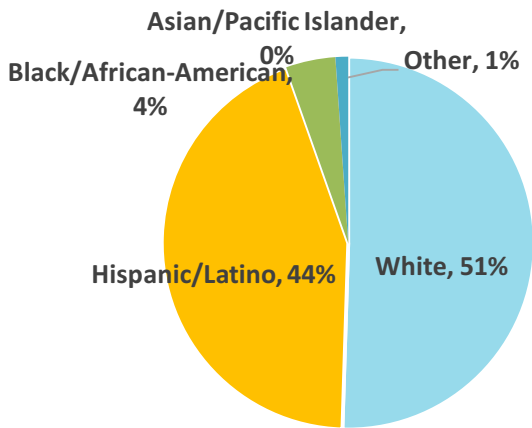
Gender



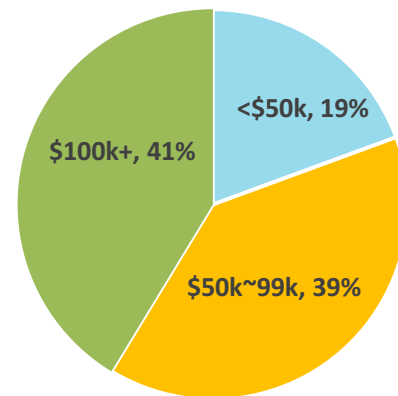
Age



Ethnicity



Income



Profile	Index
Male	140
Female	54
Ages 6~8	116
Ages 9~11	106
Ages 12~14	107
Ages 15~17	68
White	157
Hispanic/Latino	91
Black/African-American	35
Asian/Pacific Islander	0
<\$50K	59
\$50k~99k	112
\$100k+	130

Players of this sport are relatively more likely to be:

- Male
- Ages 6 to 8
- White
- More affluent

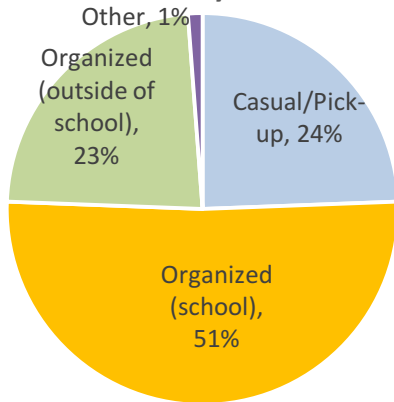
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

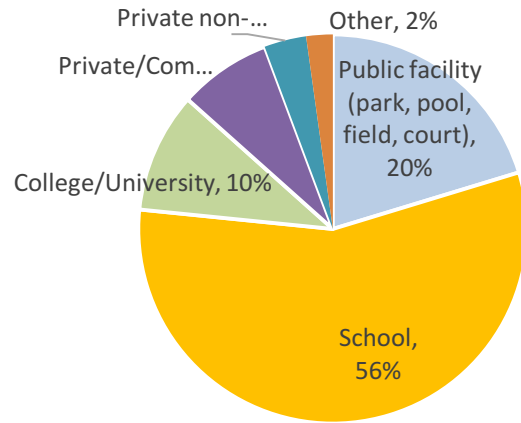
FOOTBALL (TACKLE)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	8.4%	16.4%	0.7%	4.5%	4.8%	12.6%	14.6%
National Participation Rate (%)	6.4%	11.3%	0.7%	2.1%	6.1%	9.3%	8.6%
Average Play Frequency (per year)	60.0	62.4	8.7	38.5	41.3	85.1	56.3

Type of Football (tackle) Played Among LA County Youth



Where Football (tackle) is Played Among LA County Youth

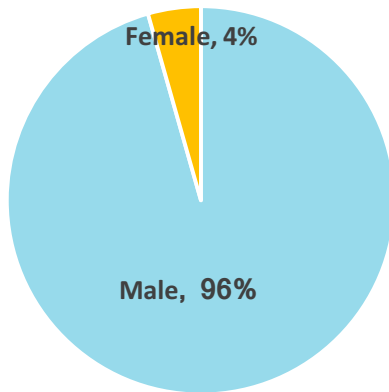


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	7.7%	12.2%	4.8%	8.3%	14.3%	8.4%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	30,731	37,516	23,481	14,537	20,208	127,266

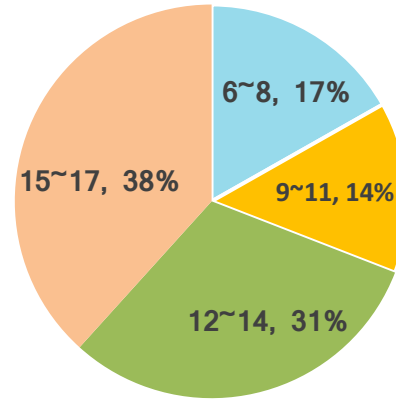
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: FOOTBALL (TACKLE)

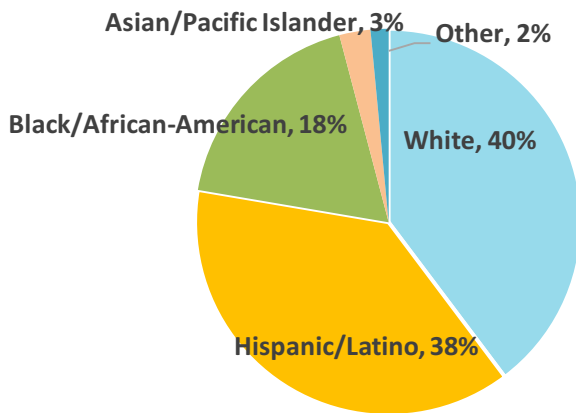
Gender



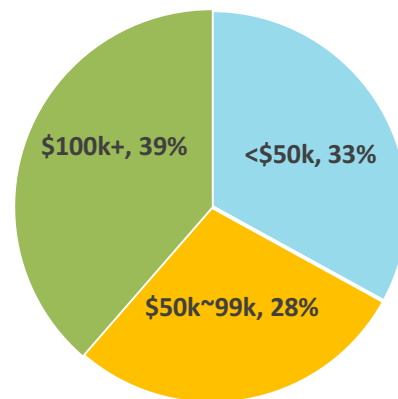
Age



Ethnicity



Income



Profile	Index
Male	177
Female	10
Ages 6~8	59
Ages 9~11	55
Ages 12~14	139
Ages 15~17	162
White	124
Hispanic/Latino	78
Black/African-American	148
Asian/Pacific Islander	43
<\$50K	100
\$50k~99k	81
\$100k+	122

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- Black/African-American
- More affluent

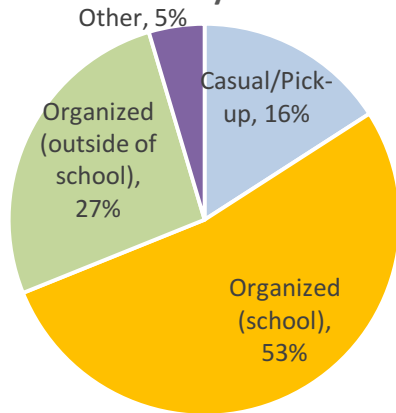
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

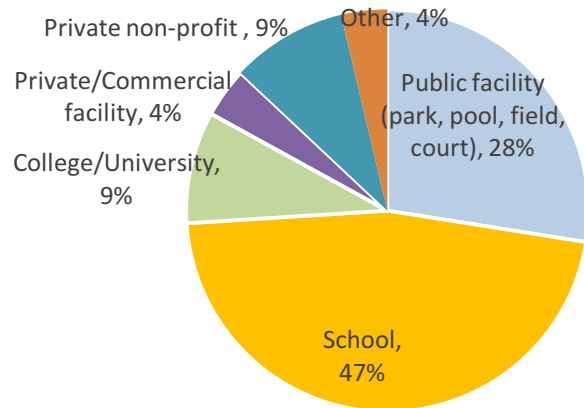
FOOTBALL (FLAG)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	7.6%	12.6%	2.8%	7.3%	6.1%	10.9%	7.0%
National Participation Rate (%)	4.0%	6.4%	1.2%	4.0%	4.2%	5.4%	3.5%
Average Play Frequency (per year)	46.6	51.6	24.9	65.1	28.2	58.0	19.0

Type of Football (flag) Played Among LA County Youth



Where Football (flag) is Played Among LA County Youth

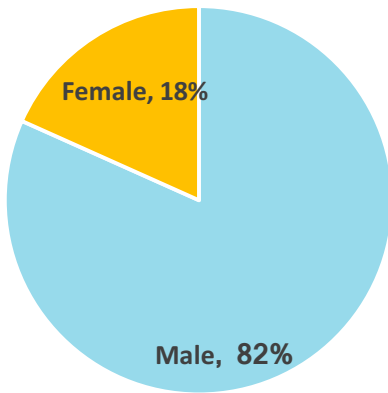


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	5.7%	9.6%	6.1%	8.6%	12.3%	7.6%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	22,753	29,658	29,848	15,124	17,360	114,910

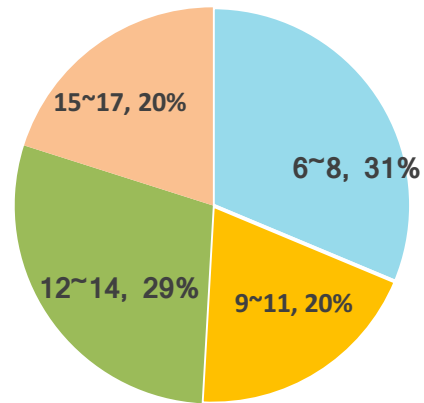
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: FOOTBALL (FLAG)

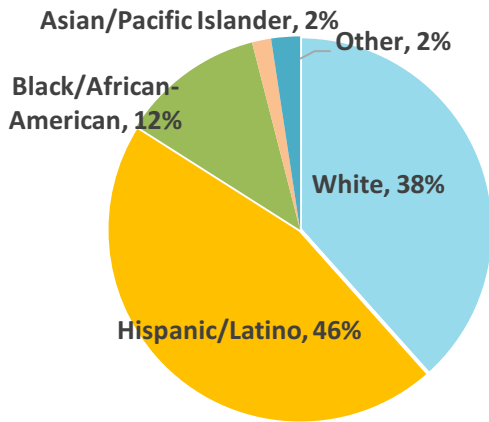
Gender



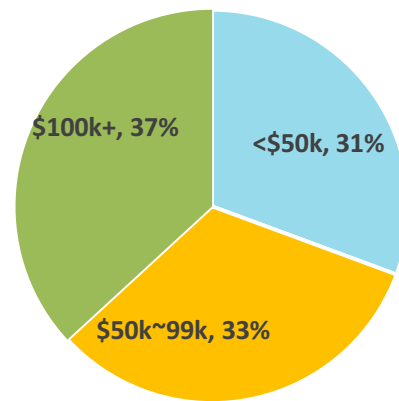
Age



Ethnicity



Income



Profile	Index
Male	152
Female	40
Ages 6~8	110
Ages 9~11	76
Ages 12~14	131
Ages 15~17	85
White	120
Hispanic/Latino	94
Black/African-American	98
Asian/Pacific Islander	27
<\$50K	92
\$50k~99k	92
\$100k+	116

Players of this sport are relatively more likely to be:

- Male
- Ages 12 to 14
- White
- More affluent

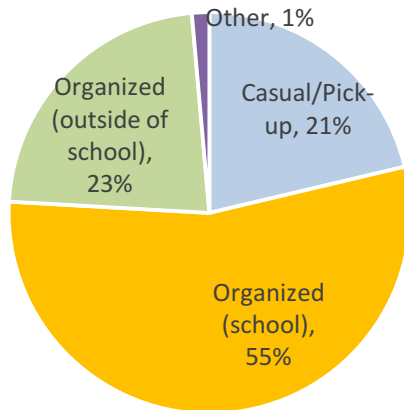
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

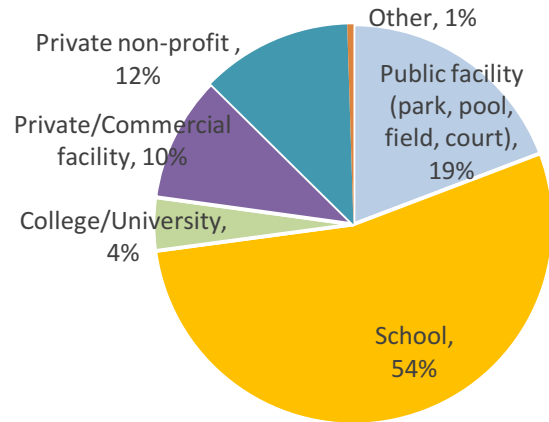
VOLLEYBALL (COURT)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	10.3%	6.7%	13.4%	5.5%	11.7%	15.4%	10.1%
National Participation Rate (%)	5.2%	2.3%	8.4%	1.4%	4.8%	9.2%	5.4%
Average Play Frequency (per year)	32.0	18.3	38.3	26.2	33.3	31.8	35.0

Type of Volleyball (court) Played Among LA County Youth



Where Volleyball (court) is Played Among LA County Youth

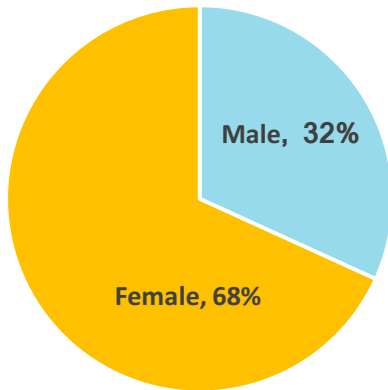


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	10.6%	6.2%	7.8%	12.1%	22.8%	10.3%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	42,256	19,265	38,206	21,292	32,278	155,685

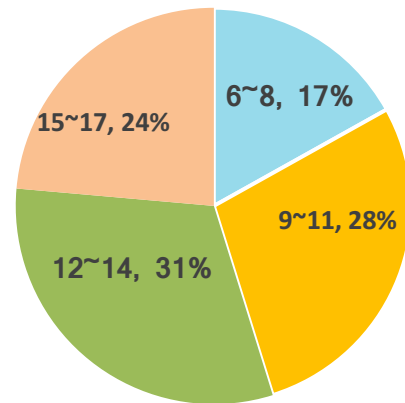
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: VOLLEYBALL (COURT)

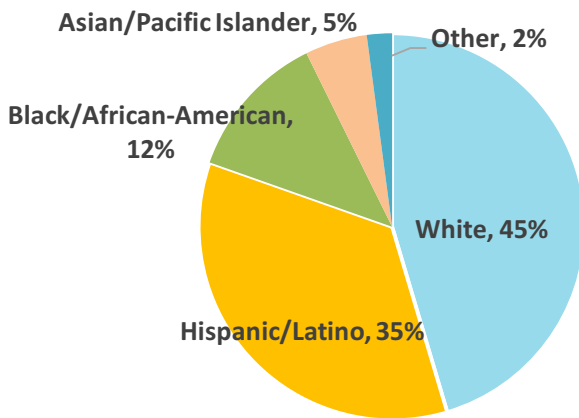
Gender



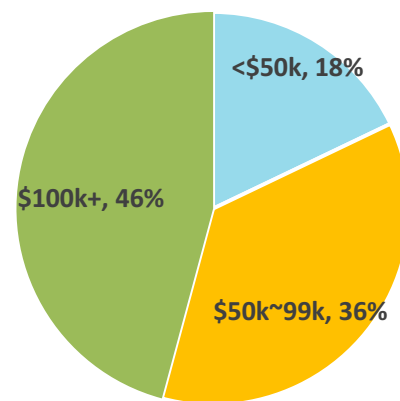
Age



Ethnicity



Income



Profile	Index
Male	59
Female	148
Ages 6~8	60
Ages 9~11	110
Ages 12~14	141
Ages 15~17	100
White	141
Hispanic/Latino	72
Black/African-American	100
Asian/Pacific Islander	87
<\$50K	54
\$50k~99k	103
\$100k+	144

Players of this sport are relatively more likely to be:

- Female
- Ages 12 to 14
- White
- More affluent

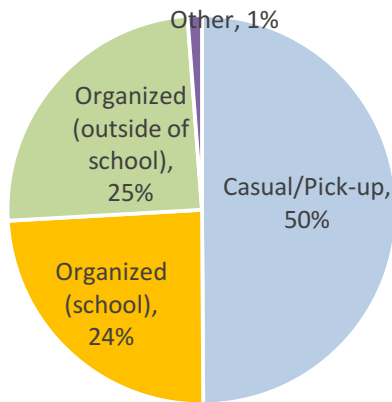
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

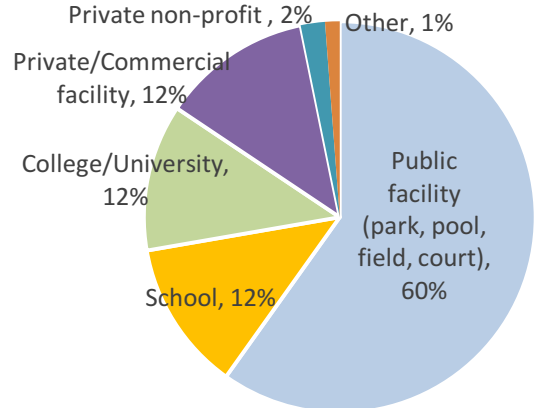
VOLLEYBALL (SAND/BEACH)

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	4.5%	4.6%	4.6%	3.5%	4.1%	5.9%	5.7%
National Participation Rate (%)	1.3%	1.3%	1.4%	0.3%	0.5%	1.8%	2.8%
Average Play Frequency (per year)	19.7	6.9	32.1	9.6	13.8	31.7	21.7

Type of Volleyball (sand/beach) Played Among LA County Youth



Where Volleyball (sand/beach) is Played Among LA County Youth

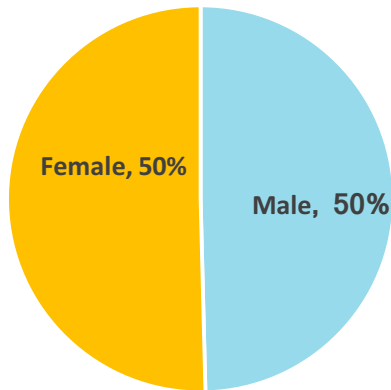


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	3.2%	3.5%	1.7%	6.7%	16.7%	4.5%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	12,706	10,900	8,357	11,747	23,598	67,958

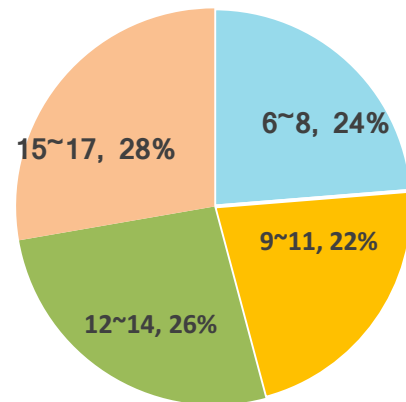
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: VOLLEYBALL (SAND/BEACH)

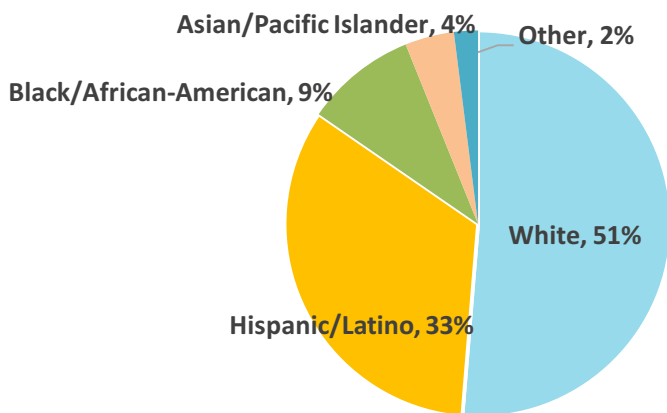
Gender



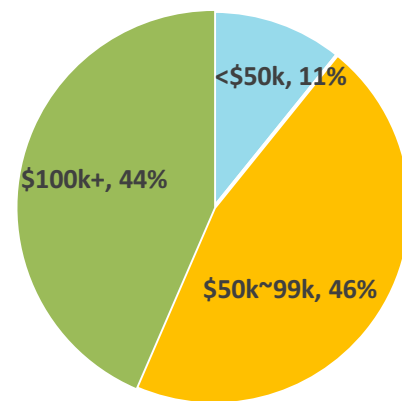
Age



Ethnicity



Income



Profile	Index
Male	92
Female	109
Ages 6~8	83
Ages 9~11	86
Ages 12~14	119
Ages 15~17	117
White	160
Hispanic/Latino	69
Black/African-American	76
Asian/Pacific Islander	68
<\$50K	33
\$50k~99k	130
\$100k+	137

Players of this sport are relatively more likely to be:

- Female
- Ages 12 to 14
- White
- More affluent

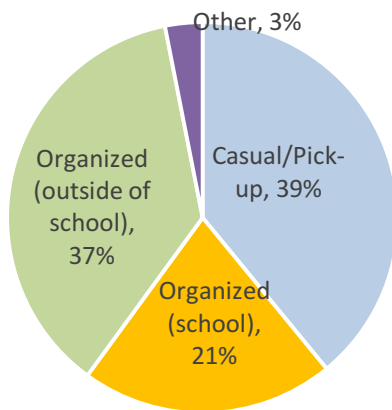
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

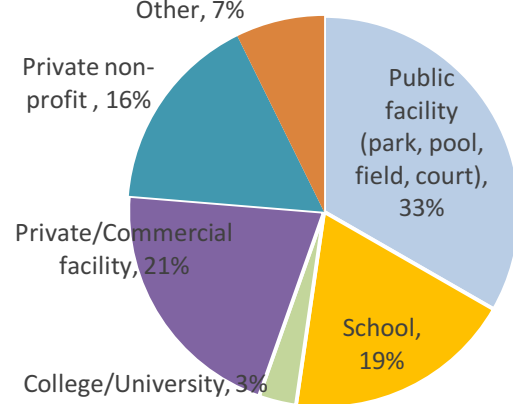
SWIMMING

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	27.1%	27.4%	25.9%	30.4%	32.1%	25.4%	17.1%
National Participation Rate (%)*	12.9%	12.5%	13.4%	11.3%	14.1%	12.4%	13.7%
Average Play Frequency (per year)	43.7	35.2	52.2	44.5	35.8	44.2	56.9

Type of Swimming Among LA County Youth



Where Swimming is Among LA County Youth



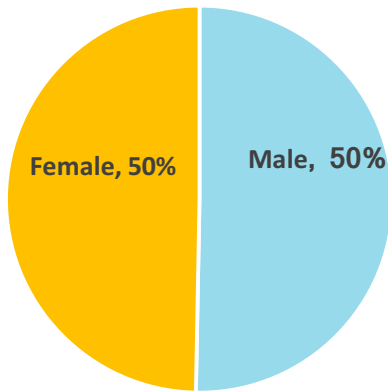
*These national numbers represent “swimming on a team” and “swimming for fitness” as categorized on Physical Activity Council participation data. For this study, we just asked “swimming”, so this also include recreational swimmers. Therefore, direct comparisons are slightly misleading.

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	23.8%	27.0%	24.8%	34.2%	34.3%	27.1%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	94,854	83,397	122,178	59,910	48,552	411,453

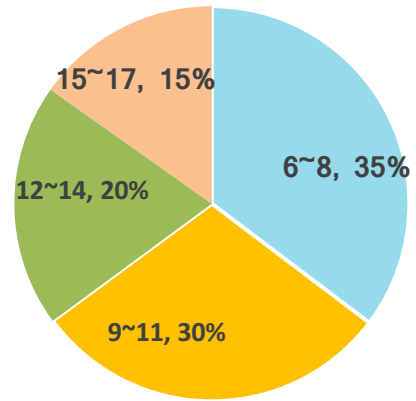
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: SWIMMING

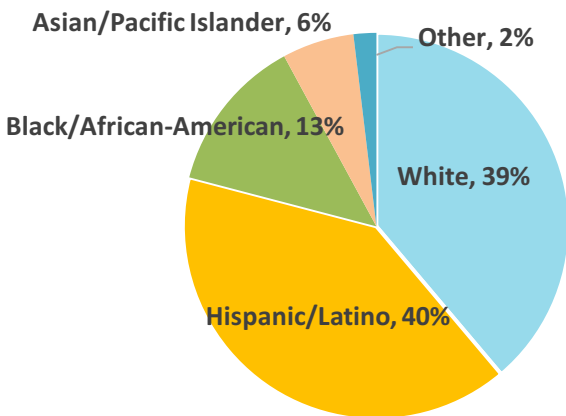
Gender



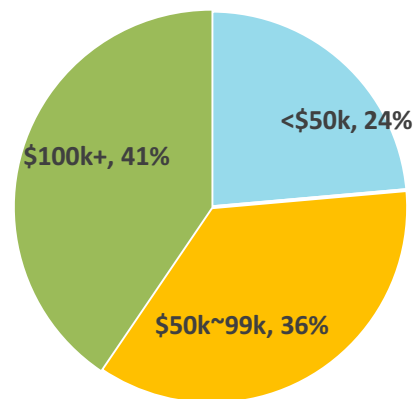
Age



Ethnicity



Income



Profile	Index
Male	93
Female	108
Ages 6~8	124
Ages 9~11	115
Ages 12~14	90
Ages 15~17	64
White	121
Hispanic/Latino	83
Black/African-American	106
Asian/Pacific Islander	100
<\$50K	71
\$50k~99k	102
\$100k+	128

Players of this sport are relatively more likely to be:

- Female
- Ages 6 to 8
- White
- More affluent

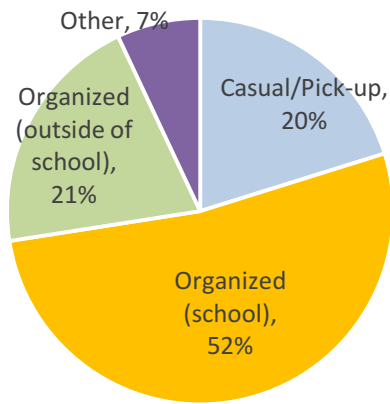
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

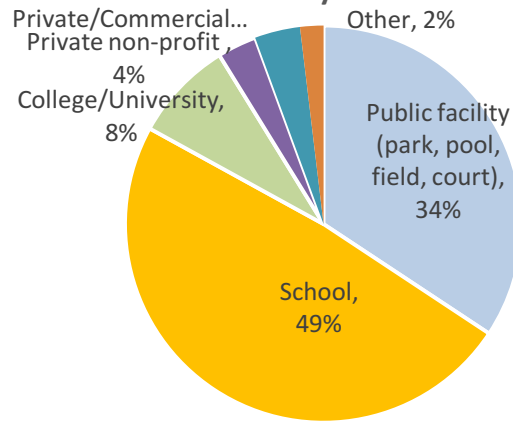
WATER POLO

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	2.9%	4.0%	1.8%	2.1%	2.9%	2.3%	4.7%
Average Play Frequency (per year)	15.8	18.6	10.1	7.3	11.6	10.2	26.8

Type of Water Polo Played Among LA County Youth



Where Water Polo is Played Among LA County Youth



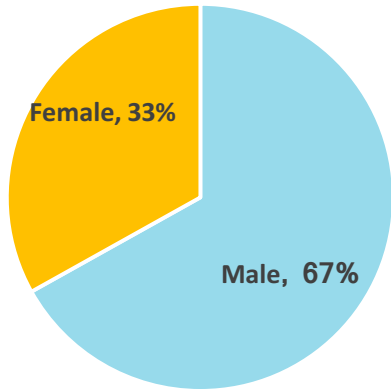
*Water Polo is not included in the Physical Activity Council’s national study.

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	1.4%	2.3%	2.2%	5.5%	7.5%	2.9%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	5,614	7,098	10,745	9,691	10,578	44,481

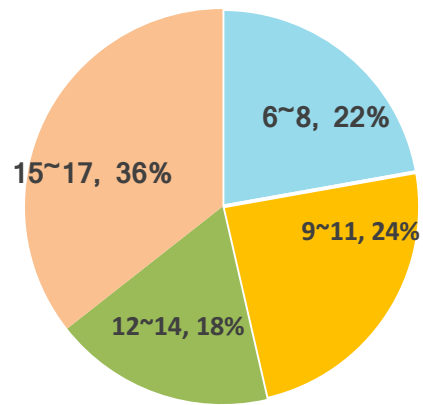
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: WATER POLO

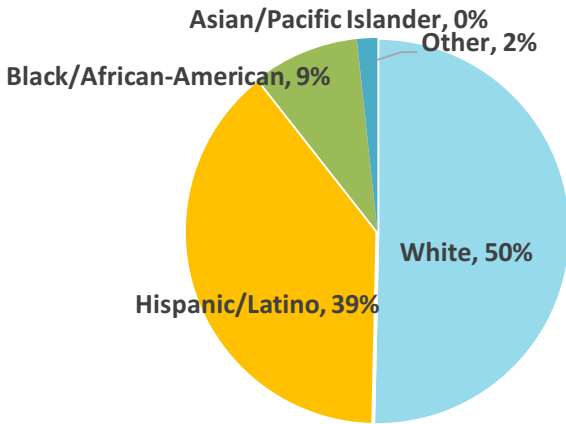
Gender



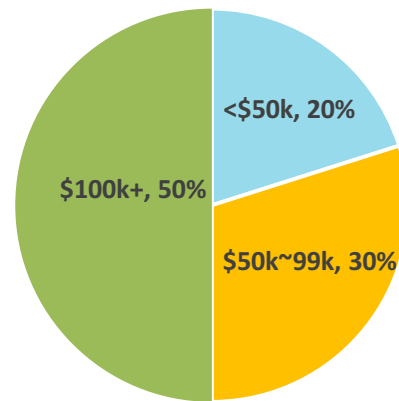
Age



Ethnicity



Income



Profile	Index
Male	124
Female	72
Ages 6~8	78
Ages 9~11	94
Ages 12~14	81
Ages 15~17	150
White	157
Hispanic/Latino	81
Black/African-American	72
Asian/Pacific Islander	0
<\$50K	61
\$50k~99k	85
\$100k+	158

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- White
- More affluent

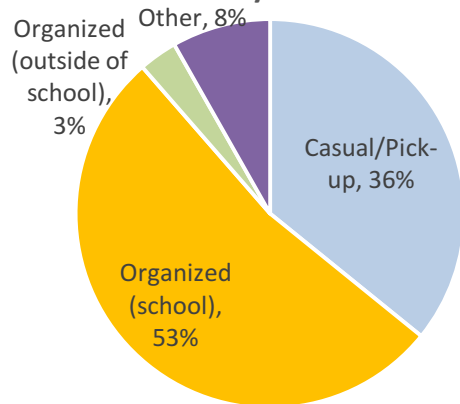
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

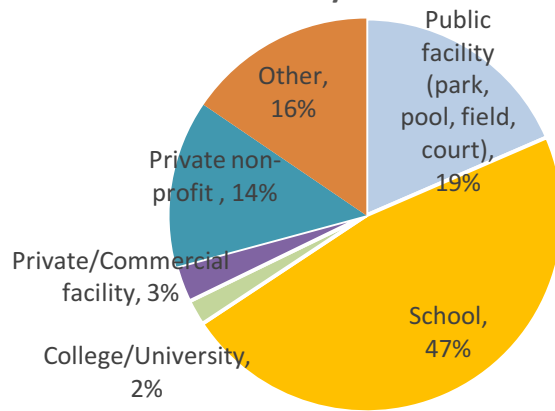
WRESTLING

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	3.2%	4.8%	1.8%	1.4%	2.9%	2.7%	7.0%
National Participation Rate (%)	1.5%	2.3%	0.5%	0.8%	1.4%	1.9%	2.5%
Average Play Frequency (per year)	35.7	45.1	10.7	4.6	49.6	13.3	46.5

Type of Wrestling Played Among LA County Youth



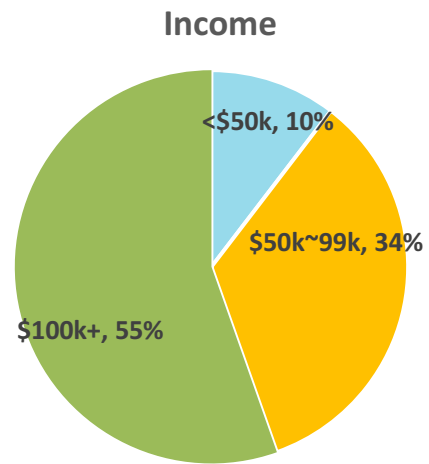
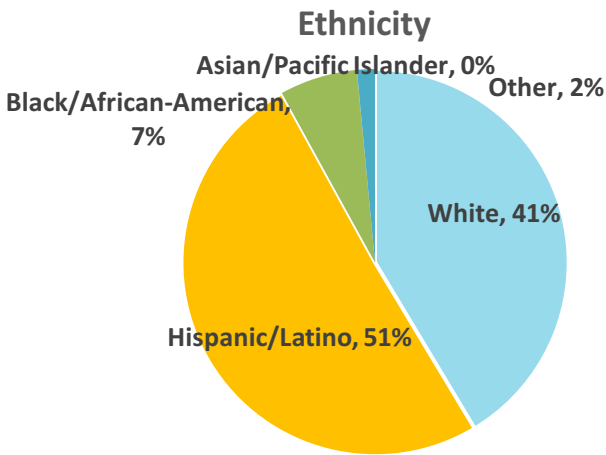
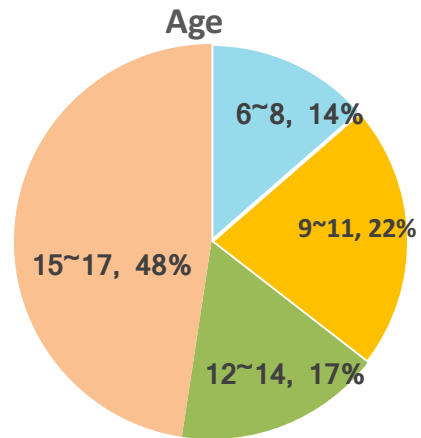
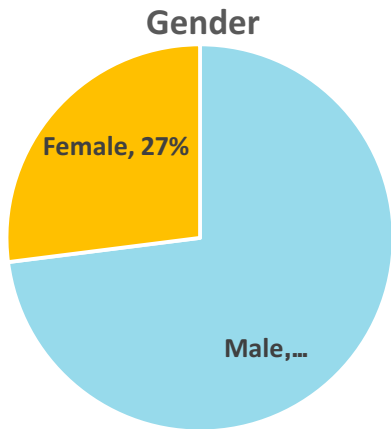
Where Wrestling is Played Among LA County Youth



Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	2.9%	3.2%	2.1%	4.7%	5.8%	3.2%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	11,524	9,886	10,347	8,223	8,137	48,188

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: WRESTLING



Profile	Index
Male	135
Female	59
Ages 6~8	48
Ages 9~11	85
Ages 12~14	76
Ages 15~17	201
White	129
Hispanic/Latino	105
Black/African-American	53
Asian/Pacific Islander	0
<\$50K	31
\$50k~99k	97
\$100k+	175

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- White
- More affluent

How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

SURFING

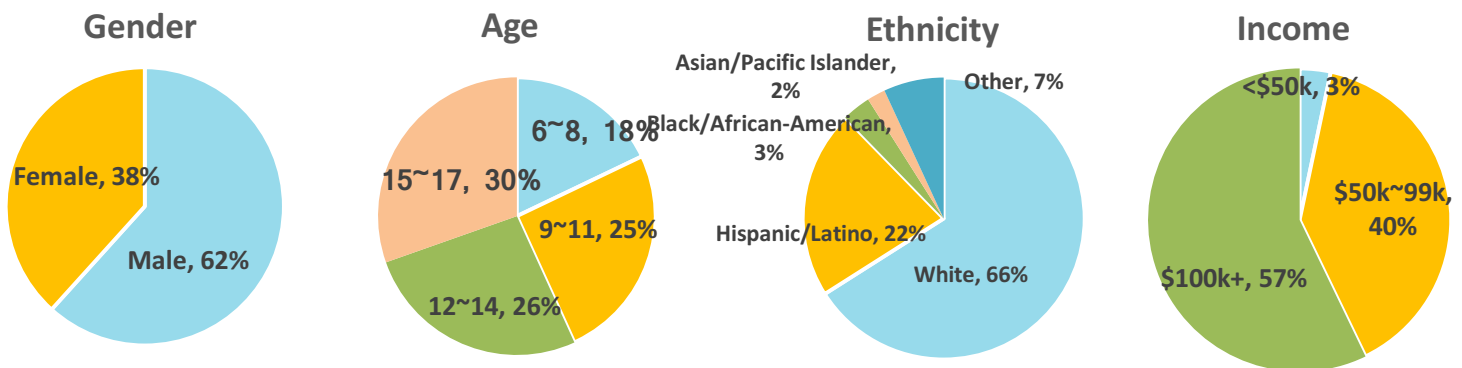
	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	3.9%	5.0%	3.0%	2.2%	4.0%	5.1%	5.3%
National Participation Rate (%)	1.4%	1.5%	1.2%	0.7%	1.2%	1.9%	1.7%
Average Play Frequency (per year)	18.2	17.5	19.4	10.1	11.3	33.5	15.9

**Type & Location of Participation was not asked due to nature of sport

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	4.9%	2.9%	2.7%	5.1%	5.1%	3.9%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	19,503	8,872	13,133	8,957	7,188	59,309

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

PROFILE



Profile	Index
Male	114
Female	83
Ages 6~8	63
Ages 9~11	98
Ages 12~14	119
Ages 15~17	128
White	206
Hispanic/Latino	45
Black/African-American	27
Asian/Pacific Islander	35
<\$50K	10
\$50k~99k	112
\$100k+	180

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- White
- More affluent

How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

SKATEBOARDING

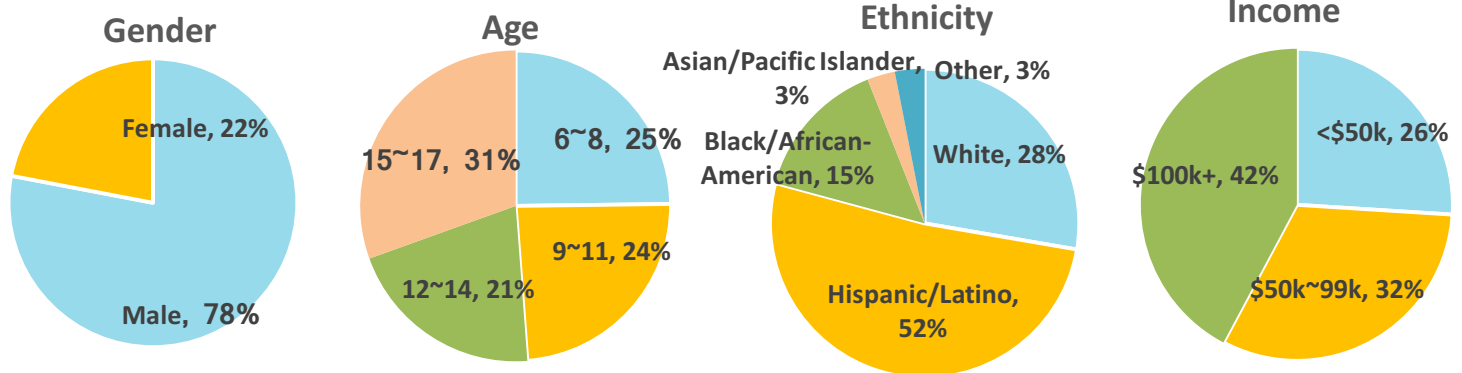
	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	8.8%	13.8%	3.8%	6.6%	8.6%	8.8%	12.0%
National Participation Rate (%)	6.9%	10.3%	3.0%	4.6%	6.7%	7.3%	5.8%
Average Play Frequency (per year)	90.2	95.2	72.5	74.2	88.6	93.9	102.1

**Type & Location of Participation was not asked due to nature of sport

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	7.2%	9.9%	9.1%	8.6%	10.5%	8.8%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	28,663	30,418	44,573	15,124	14,918	133,444

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

PROFILE



Profile	Index
Male	145
Female	48
Ages 6~8	87
Ages 9~11	93
Ages 12~14	93
Ages 15~17	129
White	86
Hispanic/Latino	107
Black/African-American	120
Asian/Pacific Islander	48
<\$50K	79
\$50k~99k	90
\$100k+	133

Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- Black/African-American
- More affluent

How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

SNOWBOARDING

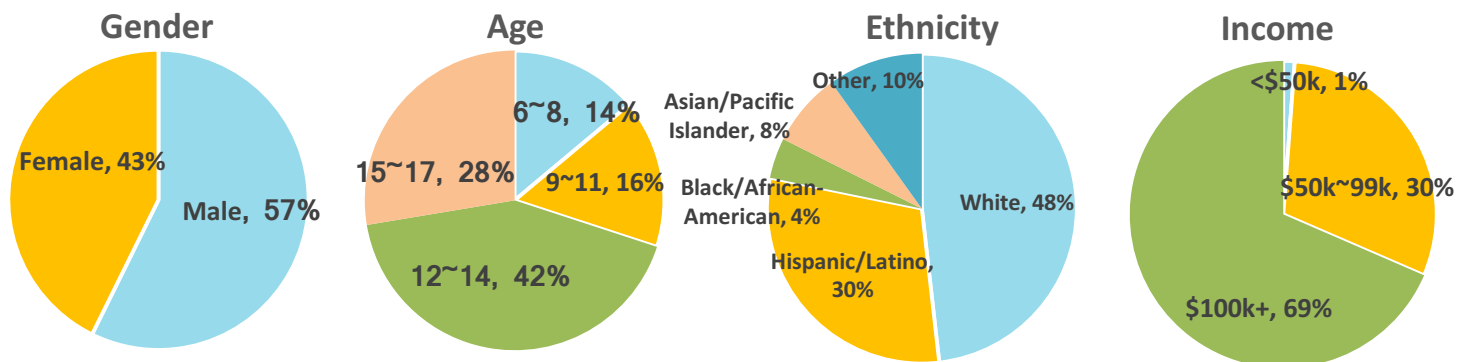
	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	3.3%	3.8%	2.7%	1.4%	2.1%	6.6%	4.1%
National Participation Rate (%)	4.1%	5.8%	2.8%	1.6%	3.7%	5.0%	5.8%
Average Play Frequency (per year)	15.7	20.2	9.8	7.8	7.7	22.9	13.0

**Type & Location of Participation was not asked due to nature of sport

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	3.4%	4.3%	1.7%	5.1%	3.1%	3.3%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	13,593	13,181	8,357	8,957	4,340	49,424

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

PROFILE



Profile	Index
Male	106
Female	93
Ages 6~8	49
Ages 9~11	63
Ages 12~14	191
Ages 15~17	116
White	150
Hispanic/Latino	62
Black/African-American	34
Asian/Pacific Islander	128
<\$50K	4
\$50k~99k	86
\$100k+	216

Players of this sport are relatively more likely to be:

- Male
- Ages 12 to 14
- White
- More affluent

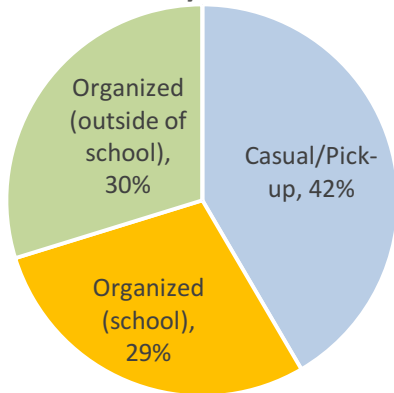
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

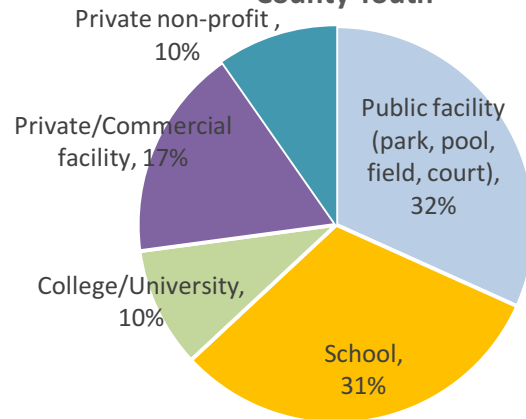
TENNIS

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	10.6%	8.9%	12.3%	10.5%	11.0%	13.0%	8.2%
National Participation Rate (%)	8.2%	8.7%	8.1%	5.2%	8.1%	8.5%	10.7%
Average Play Frequency (per year)	34.4	32.8	35.4	31.2	22.0	47.9	40.4

Type of Tennis Played Among LA County Youth



Where Tennis is Played Among LA County Youth

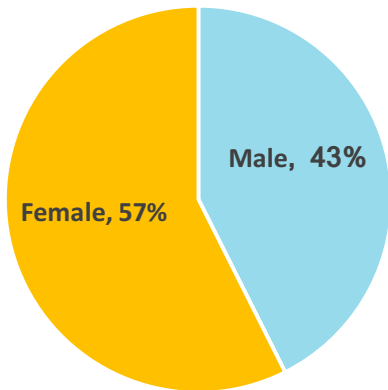


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	6.6%	9.5%	7.1%	14.2%	31.3%	10.6%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	26,299	29,404	35,022	24,816	44,213	160,627

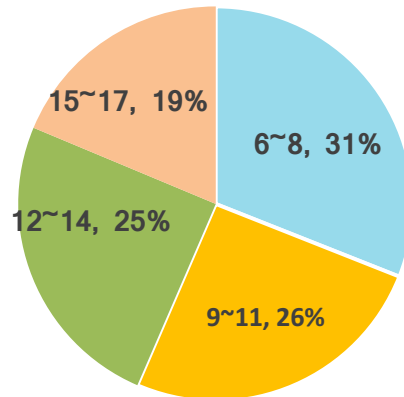
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: TENNIS

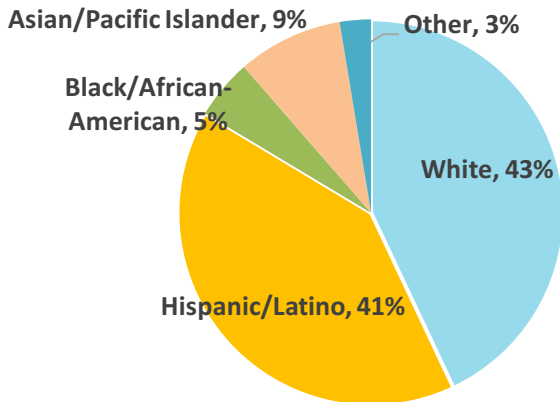
Gender



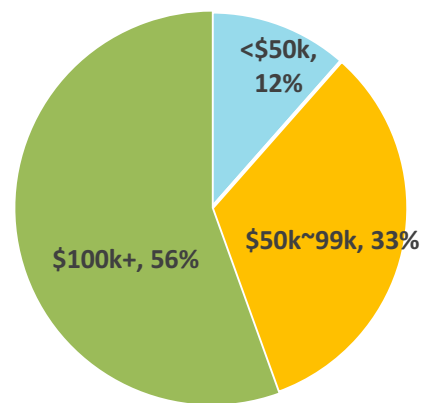
Age



Ethnicity



Income



Profile	Index
Male	79
Female	125
Ages 6~8	109
Ages 9~11	99
Ages 12~14	112
Ages 15~17	79
White	134
Hispanic/Latino	84
Black/African-American	41
Asian/Pacific Islander	147
<\$50K	35
\$50k~99k	94
\$100k+	175

Players of this sport are relatively more likely to be:

- Female
- Ages 12 to 14
- Asian/Pacific Islander
- More affluent

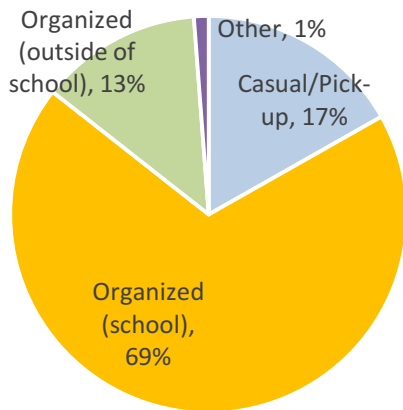
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

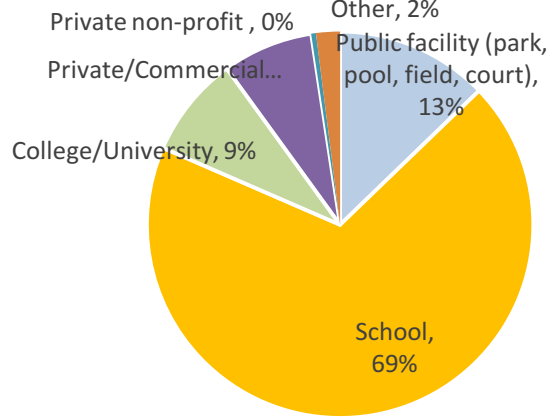
TRACK & FIELD

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	9.5%	10.6%	7.5%	4.2%	9.1%	14.0%	11.7%
National Participation Rate (%)	4.5%	5.0%	3.9%	1.7%	3.0%	6.5%	7.6%
Average Play Frequency (per year)	35.2	31.0	40.2	16.7	30.2	44.5	40.0

Type of Track & Field Played Among LA County Youth



Where Track & Field is Played Among LA County Youth

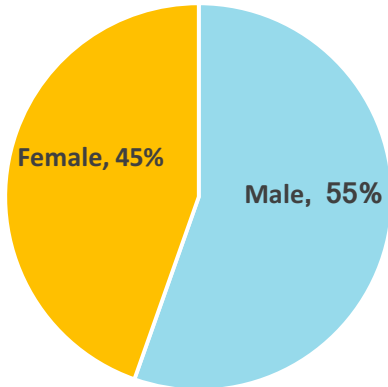


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	8.6%	13.0%	8.7%	6.7%	10.9%	9.5%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	34,277	40,051	42,583	11,747	15,461	144,565

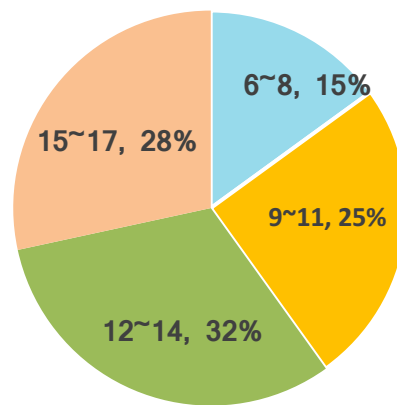
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: TRACK & FIELD

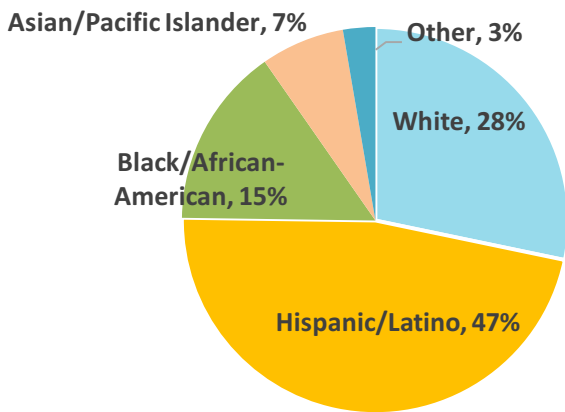
Gender



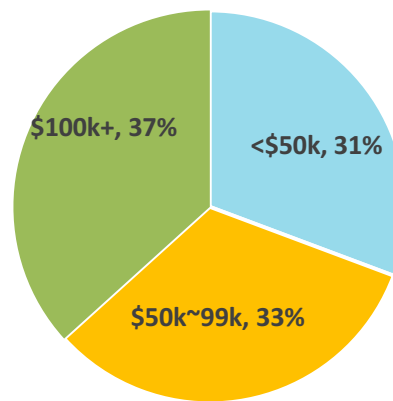
Age



Ethnicity



Income



Profile	Index
Male	103
Female	97
Ages 6~8	53
Ages 9~11	98
Ages 12~14	142
Ages 15~17	120
White	88
Hispanic/Latino	97
Black/African-American	123
Asian/Pacific Islander	117
<\$50K	93
\$50k~99k	93
\$100k+	116

Players of this sport are relatively more likely to be:

- Male
- Ages 12 to 14
- Black/African-American
- More affluent

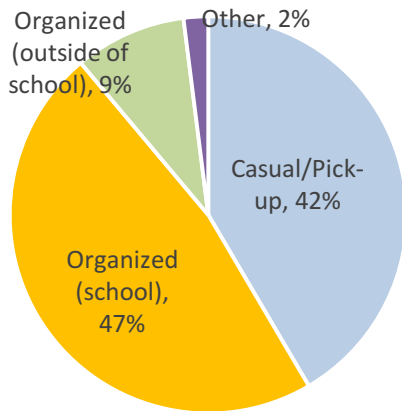
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

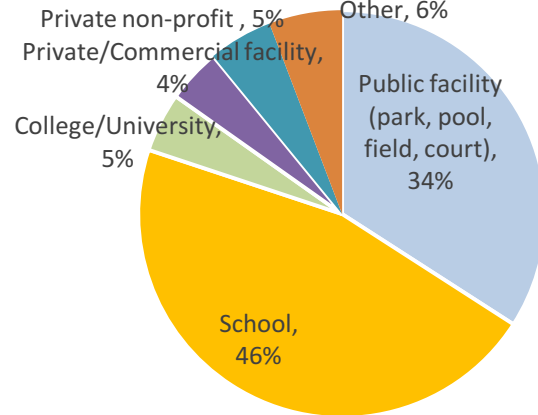
RUNNING

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	16.5%	16.9%	15.3%	13.6%	18.1%	15.4%	18.3%
National Participation Rate (%)	20.2%	20.2%	20.2%	14.7%	16.2%	22.5%	27.7%
Average Play Frequency (per year)	53.9	44.2	64.4	39.0	40.2	72.5	68.9

Type of Running Played Among LA County Youth



Where Running is Played Among LA County Youth

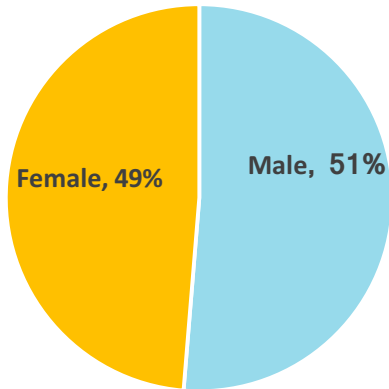


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	11.7%	21.1%	16.5%	17.7%	18.2%	16.5%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	46,688	65,146	81,187	30,983	25,768	249,590

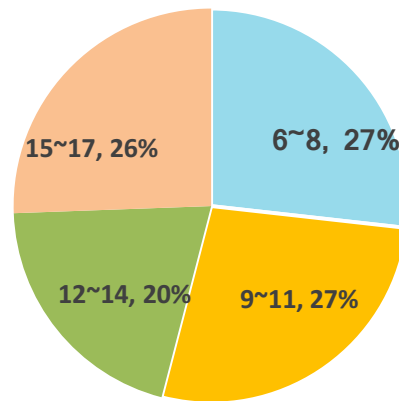
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: RUNNING

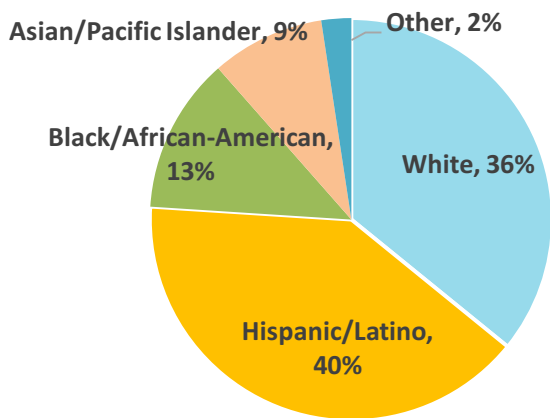
Gender



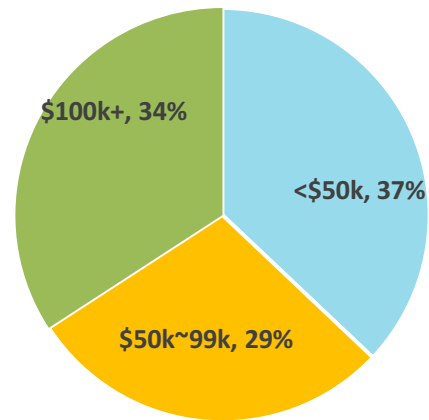
Age



Ethnicity



Income



Profile	Index
Male	95
Female	106
Ages 6~8	94
Ages 9~11	106
Ages 12~14	92
Ages 15~17	108
White	112
Hispanic/Latino	83
Black/African-American	102
Asian/Pacific Islander	152
<\$50K	112
\$50k~99k	82
\$100k+	108

Players of this sport are relatively more likely to be:

- Female
- Ages 15 to 17
- Asian/Pacific Islander
- Parent income below \$50k

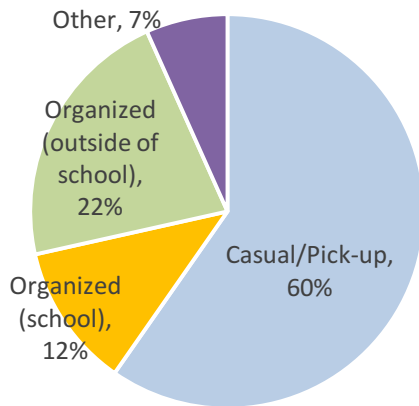
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

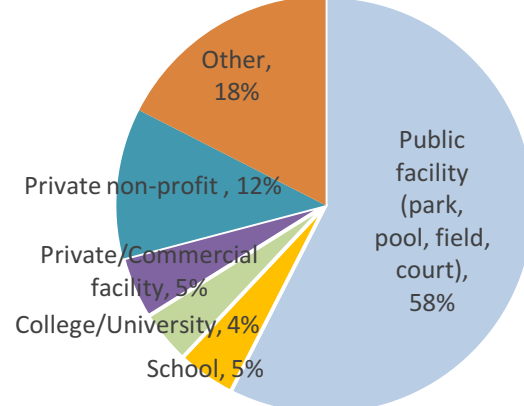
CYCLING

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	8.2%	10.2%	6.0%	6.8%	9.6%	10.1%	6.4%
National Participation Rate (%)*	25.5%	29.0%	21.7%	25.0%	30.3%	26.1%	18.8%
Average Play Frequency (per year)	58.6	51.6	69.1	77.0	64.6	50.7	31.2

Type of Cycling Played Among LA County Youth



Where Cycling is Played Among LA County Youth

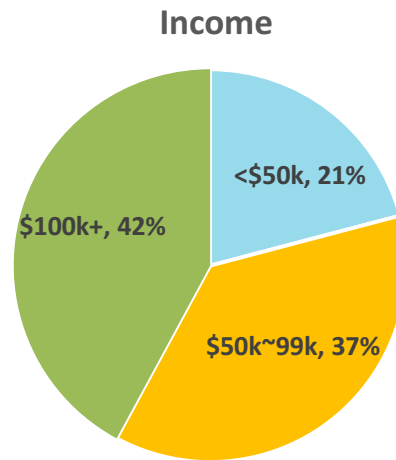
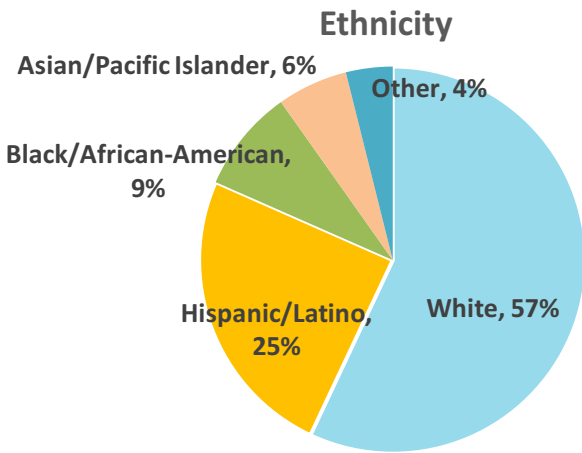
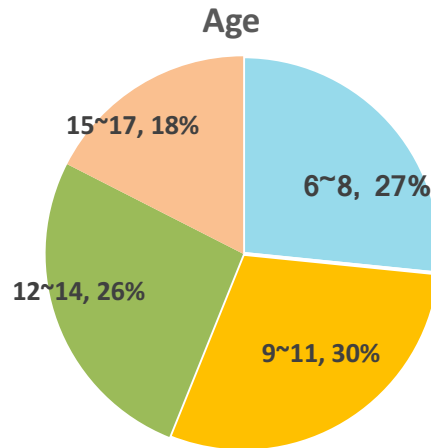
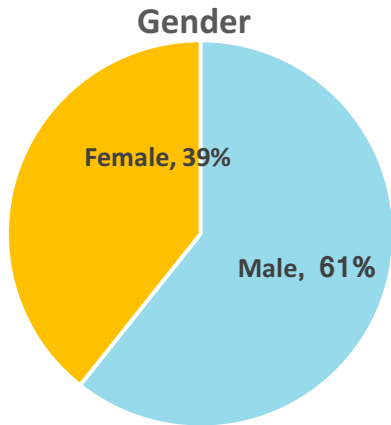


*National participation measures road, mountain, and BMX biking.

Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	5.7%	4.6%	7.4%	15.3%	16.3%	8.2%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	22,753	14,195	36,614	26,872	23,056	124,795

*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: CYCLING



Profile	Index
Male	113
Female	85
Ages 6~8	94
Ages 9~11	115
Ages 12~14	119
Ages 15~17	74
White	178
Hispanic/Latino	51
Black/African-American	70
Asian/Pacific Islander	98
<\$50K	63
\$50k~99k	105
\$100k+	133

Players of this sport are relatively more likely to be:

- Male
- Ages 12 to 14
- White
- More affluent

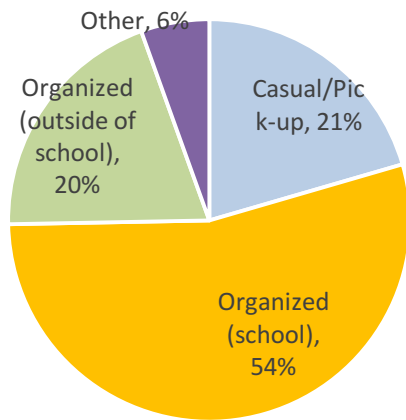
How to read this table:

- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

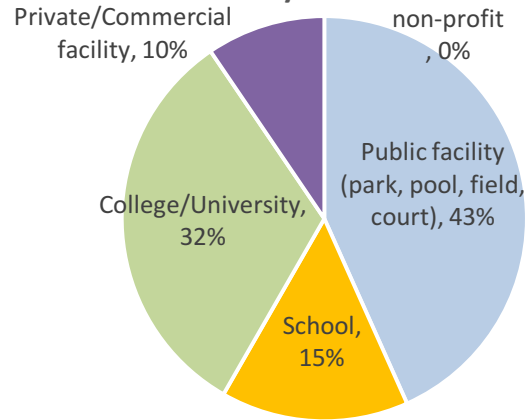
RUGBY

	Total	Male	Female	Ages 6~8	Ages 9~11	Ages 12~14	Ages 15~17
LA Participation Rate (%)	0.9%	1.2%	0.8%	0.5%	0.2%	1.7%	1.8%
National Participation Rate (%)	0.6%	0.8%	0.4%	0.5%	0.5%	0.7%	0.6%
Average Play Frequency (per year)	9.0	6.4	12.5	5.3	8.0	4.7	15.3

Type of Rugby Played Among LA County Youth



Where Rugby is Played Among LA County Youth

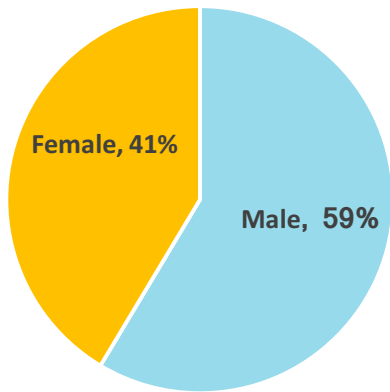


Projected Number of Players (by Region)	North	South	East	West	Metro	Total
Participation Rate (%)	0.0%	0.8%	0.6%	1.9%	3.7%	0.9%
x Age 6-17 Population	398,601	308,547	492,268	175,242	141,409	1,516,067
= Projected Players*	0	2,535	2,786	3,377	5,289	13,592

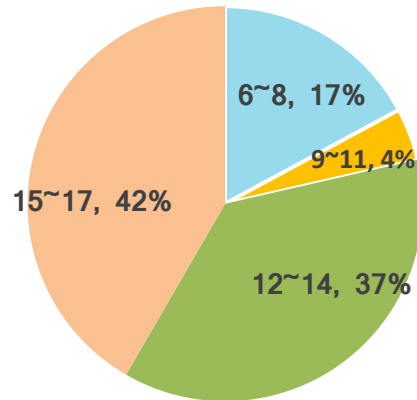
*Rounding may cause differences in projected players when comparing aggregated region totals to total participation rate and 6-17 population

Sport Profile: RUGBY

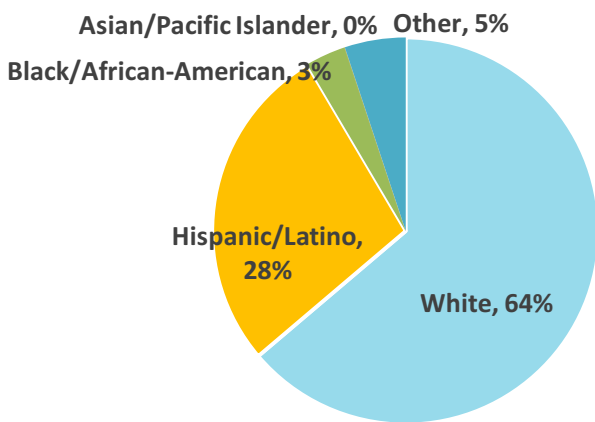
Gender



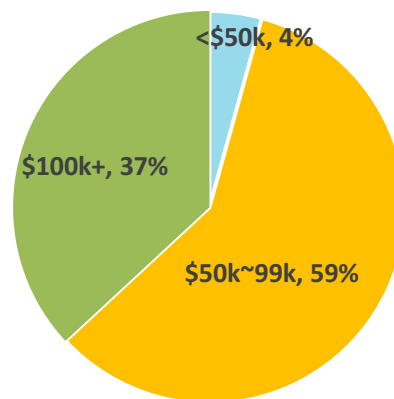
Age



Ethnicity



Income



Profile	Index
Male	109
Female	90
Ages 6~8	60
Ages 9~11	17
Ages 12~14	166
Ages 15~17	176
White	199
Hispanic/Latino	57
Black/African-American	28
Asian/Pacific Islander	0
<\$50K	13
\$50k~99k	167
\$100k+	116

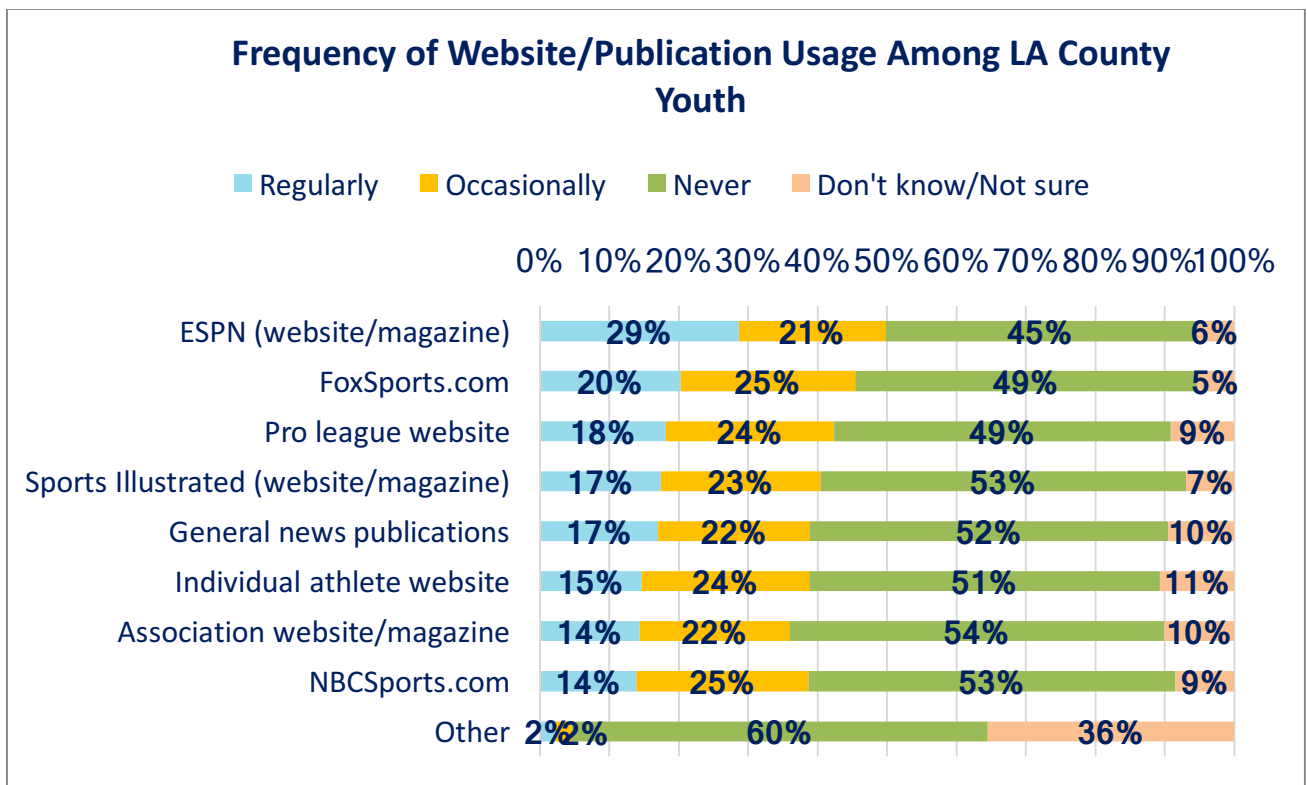
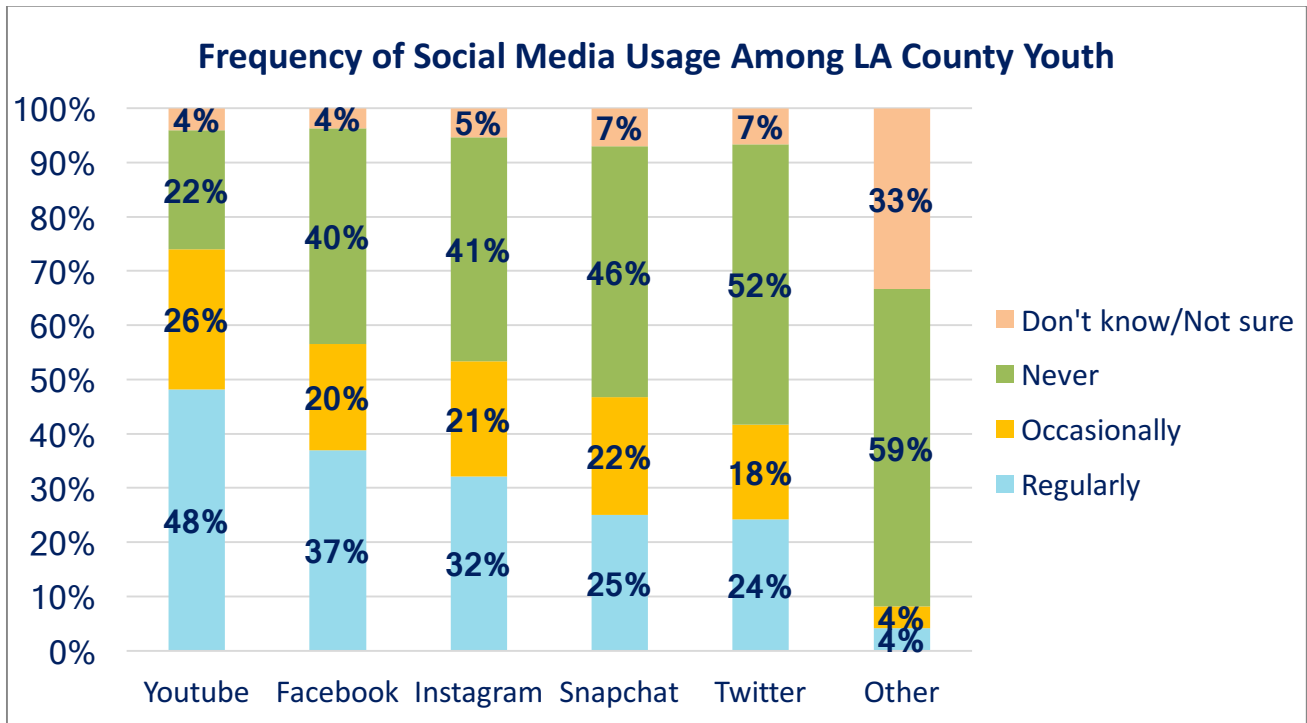
Players of this sport are relatively more likely to be:

- Male
- Ages 15 to 17
- White
- Parent with income between \$50k and \$99k

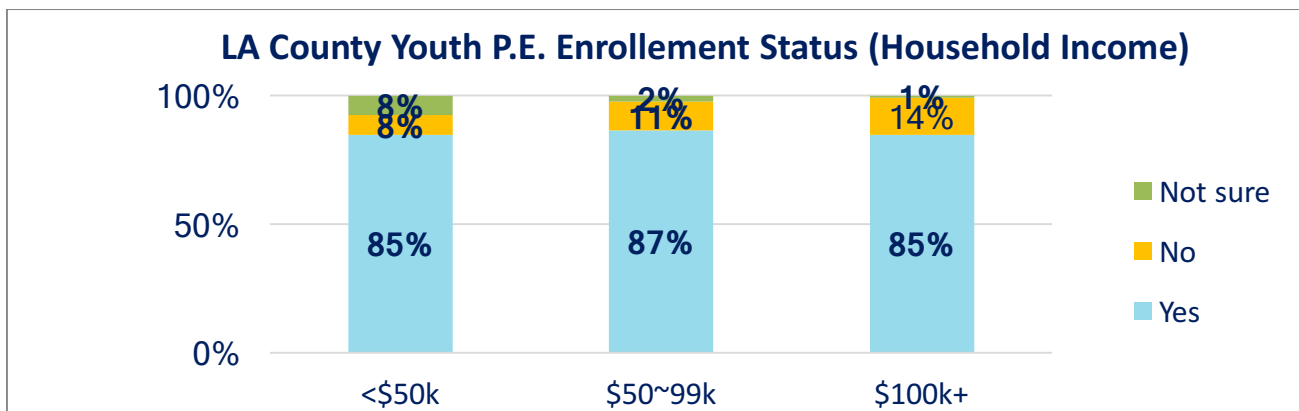
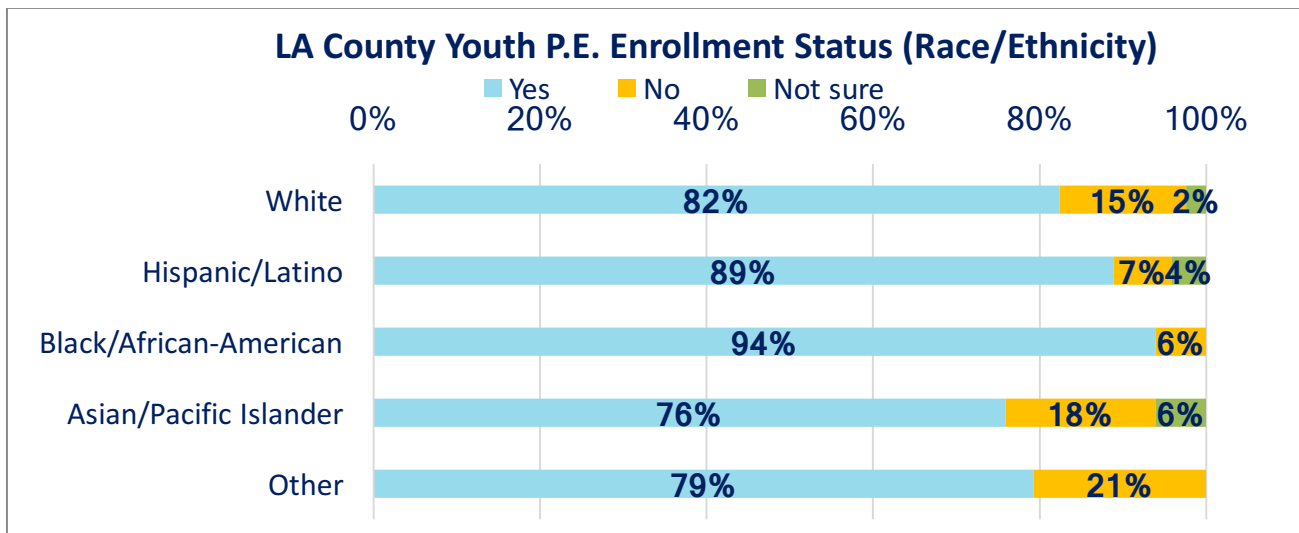
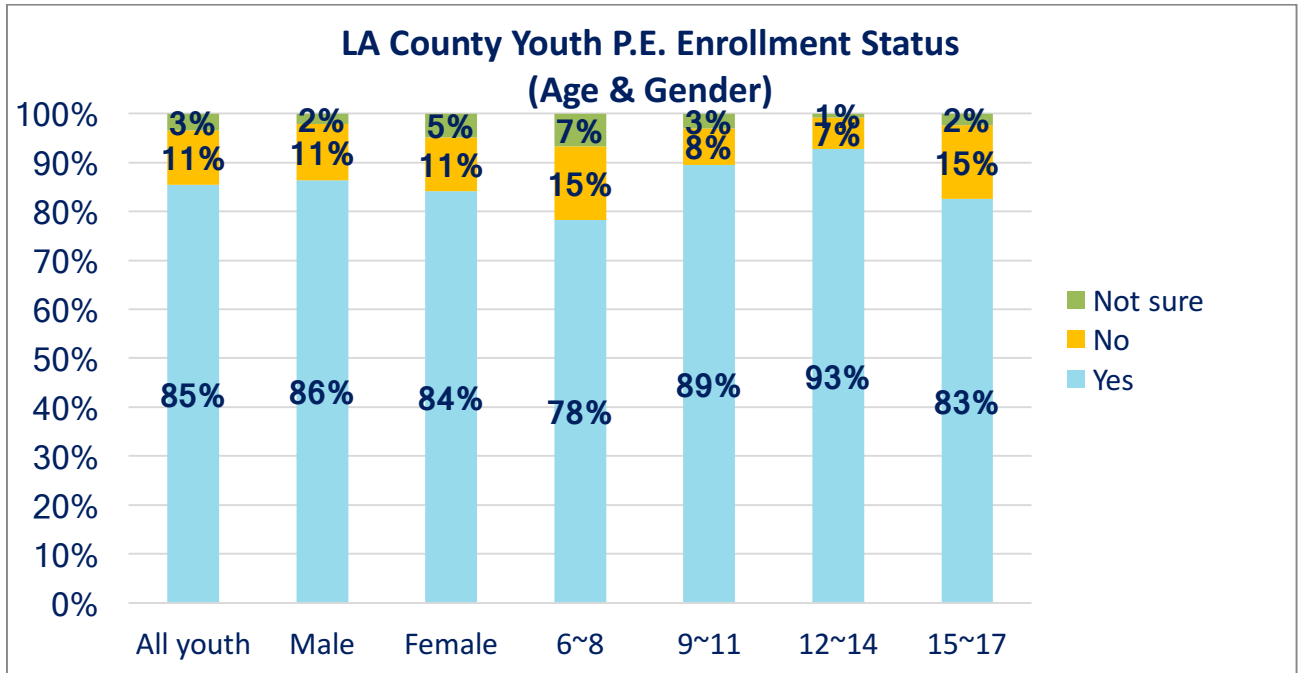
How to read this table:

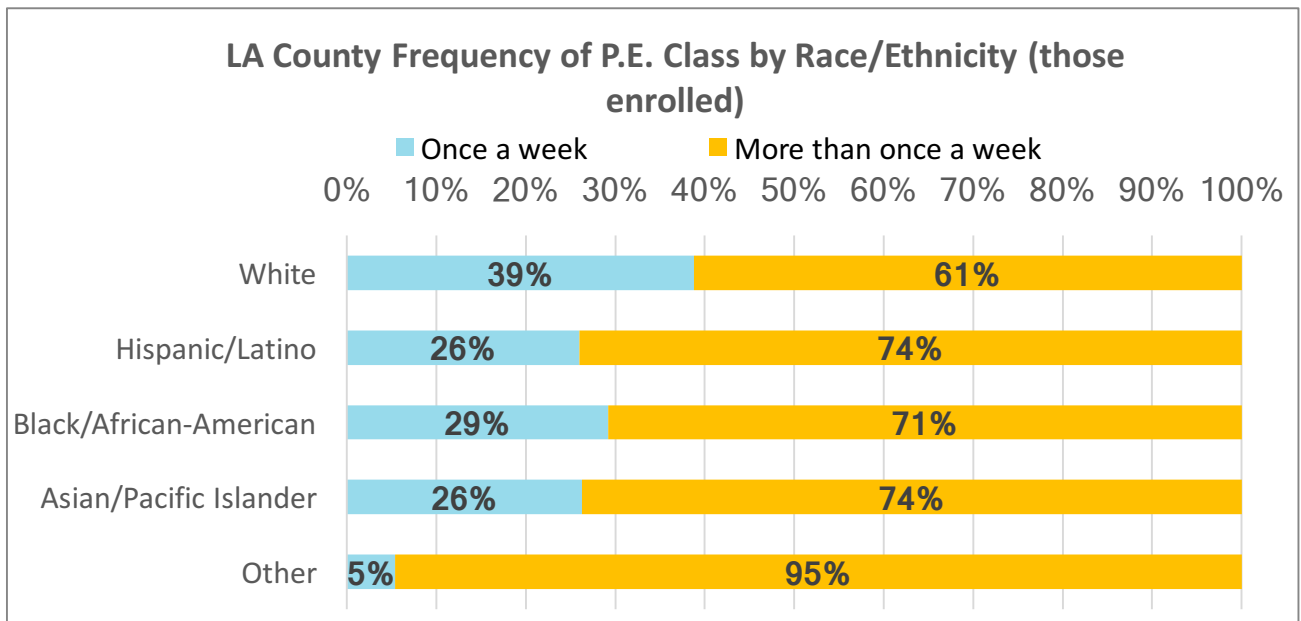
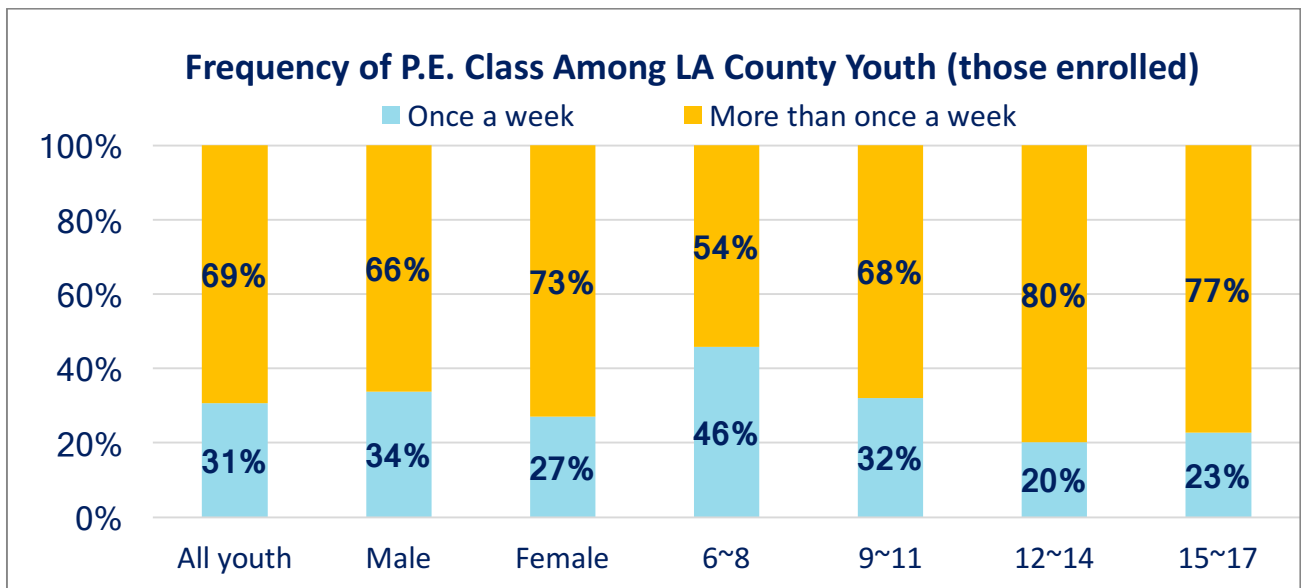
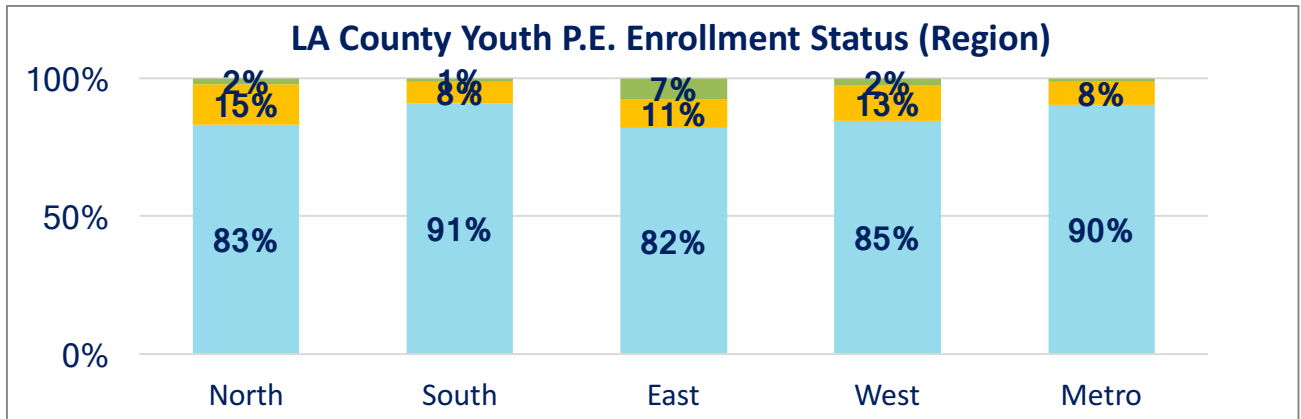
- An index of 110 means players of this sport are 10% MORE likely to fall into that group
- An index of 90 means players of this sport are 10% LESS likely to fall into that group

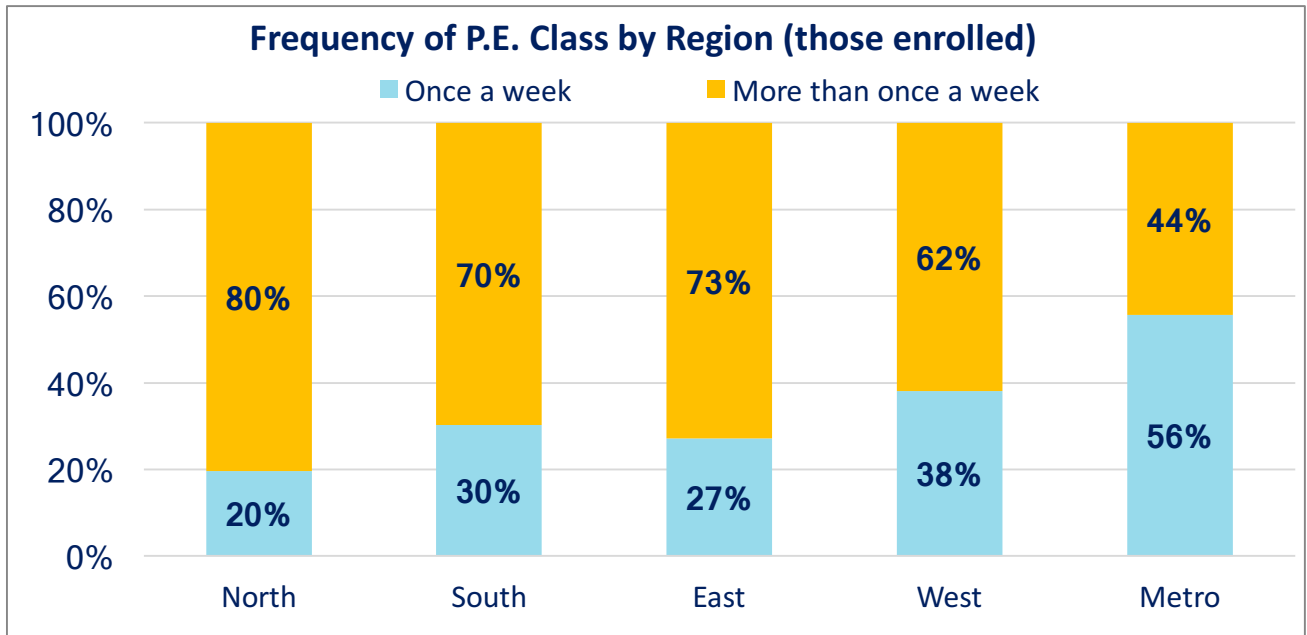
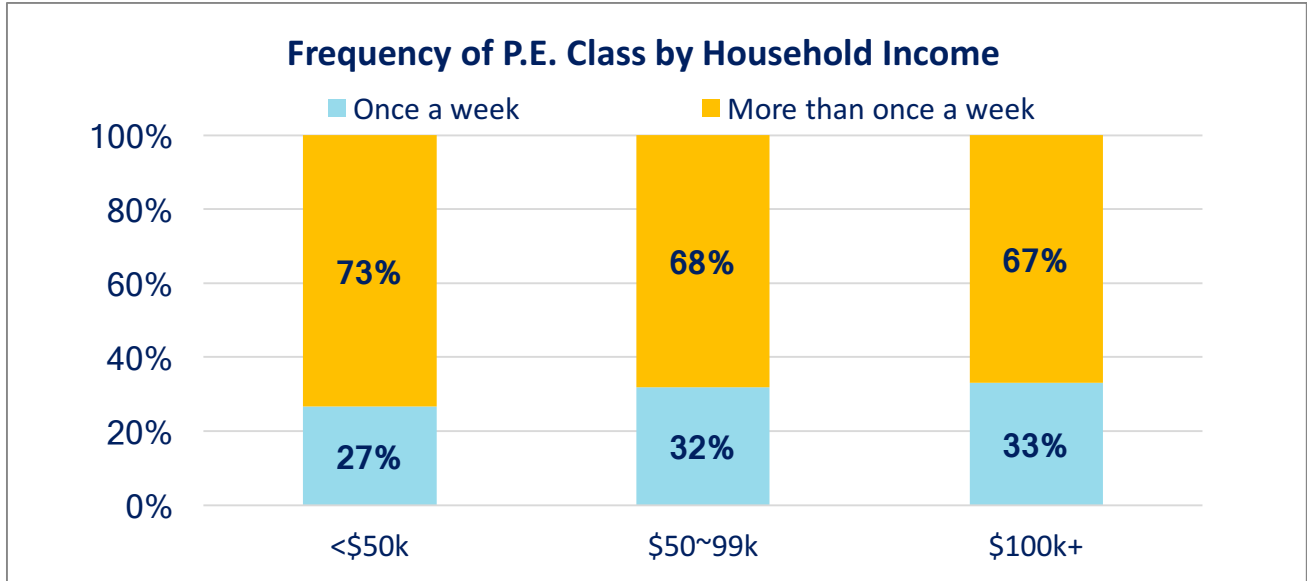
Media



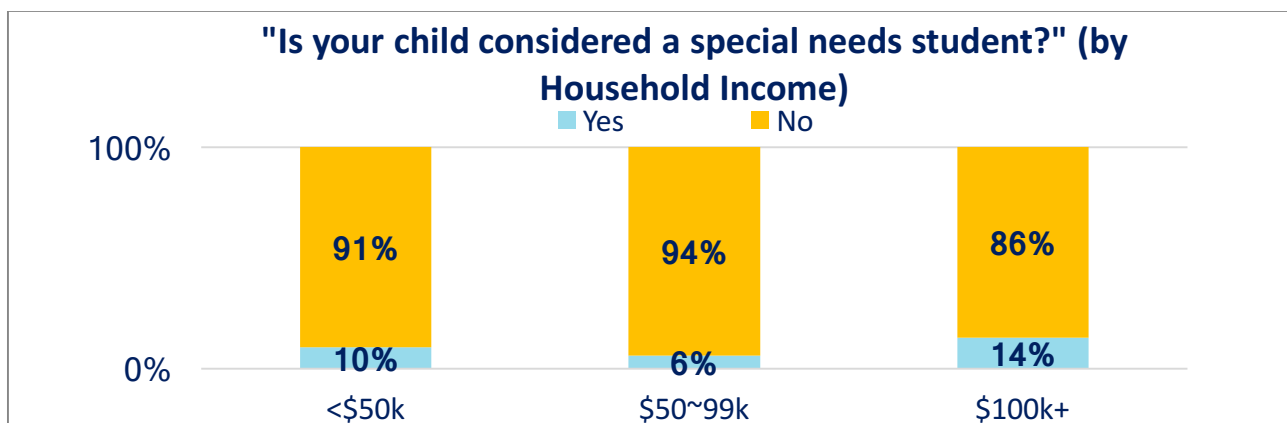
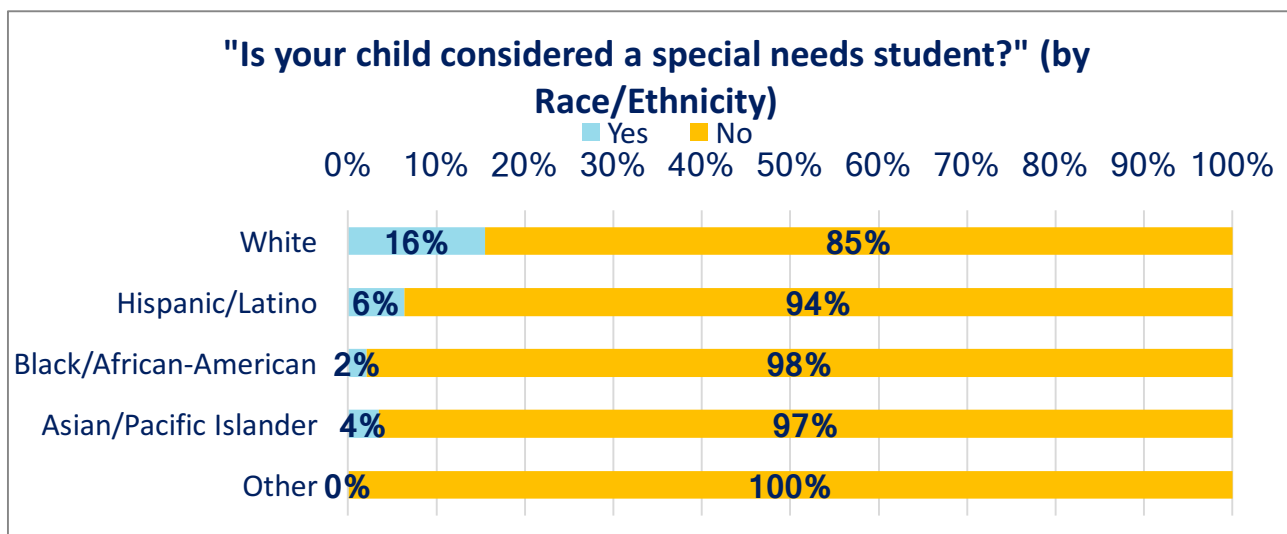
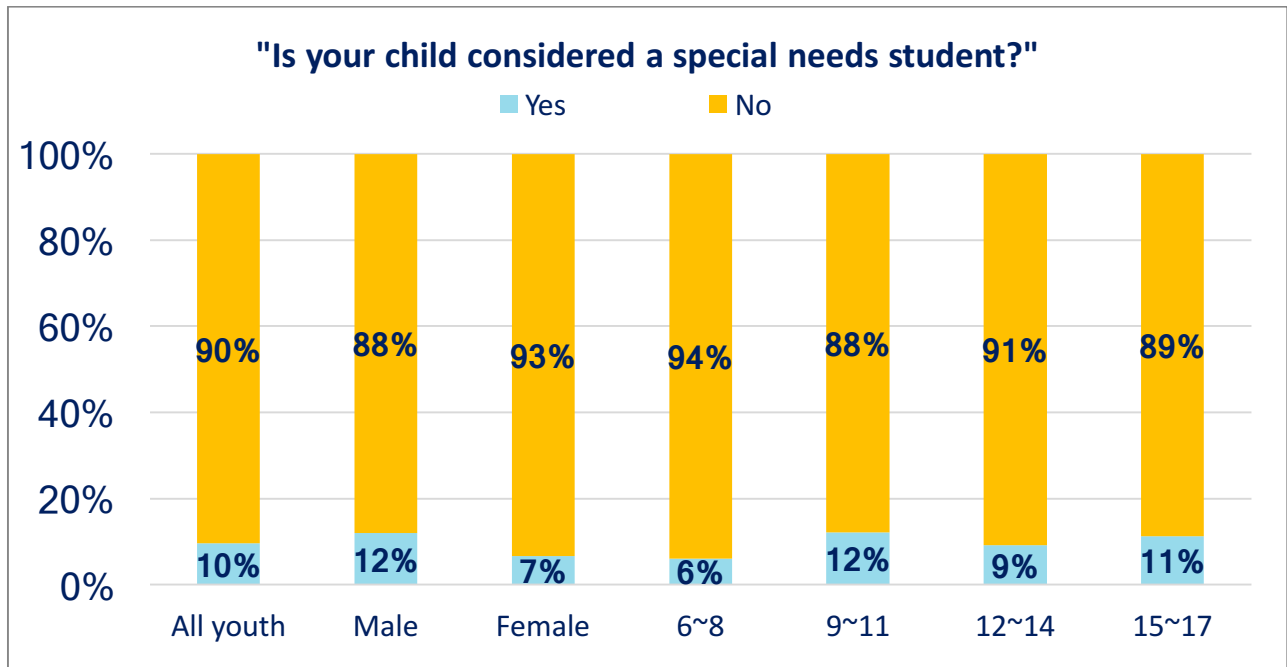
P.E./Physical Activity Classes

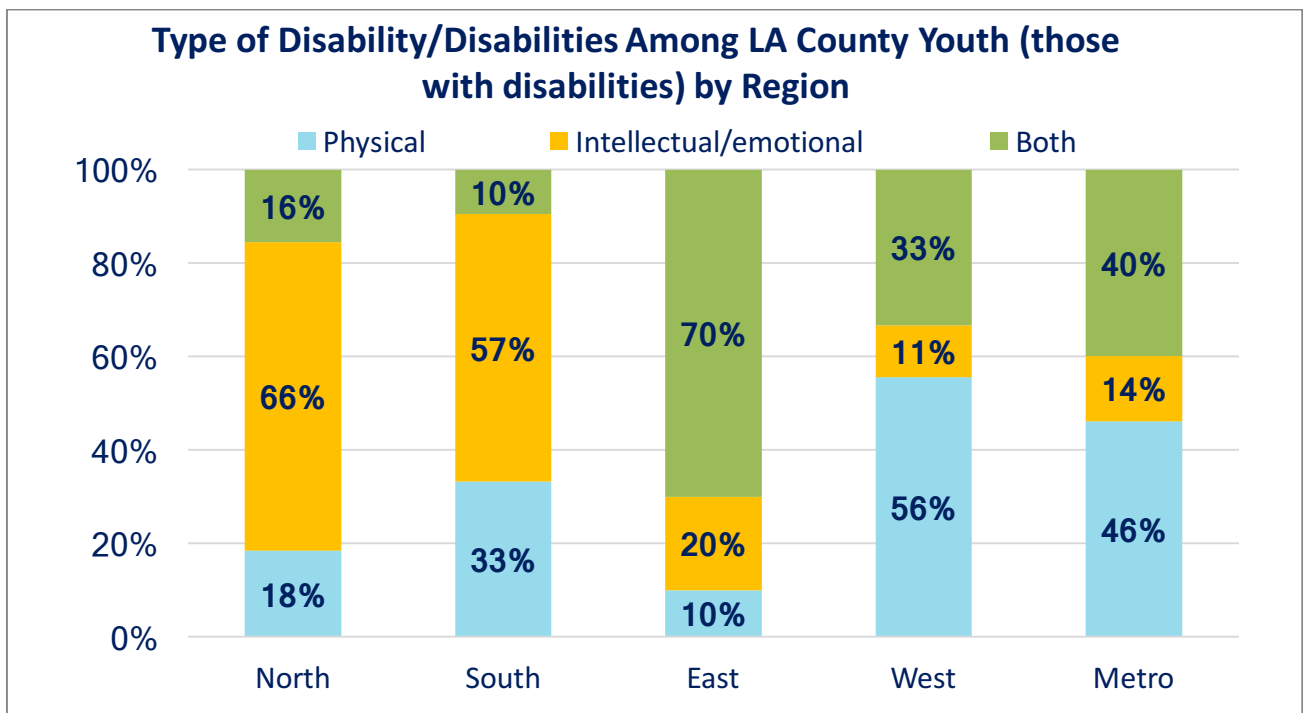
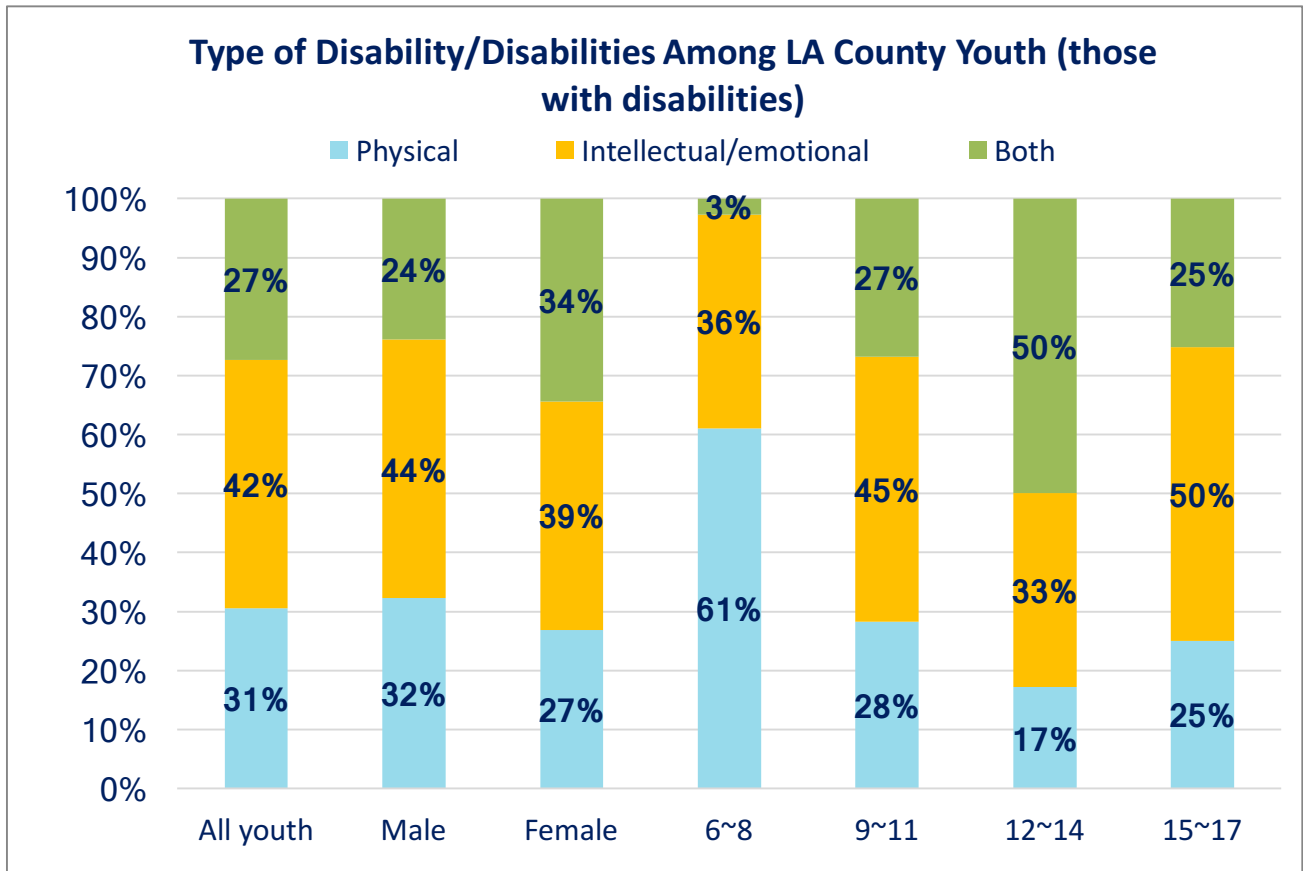




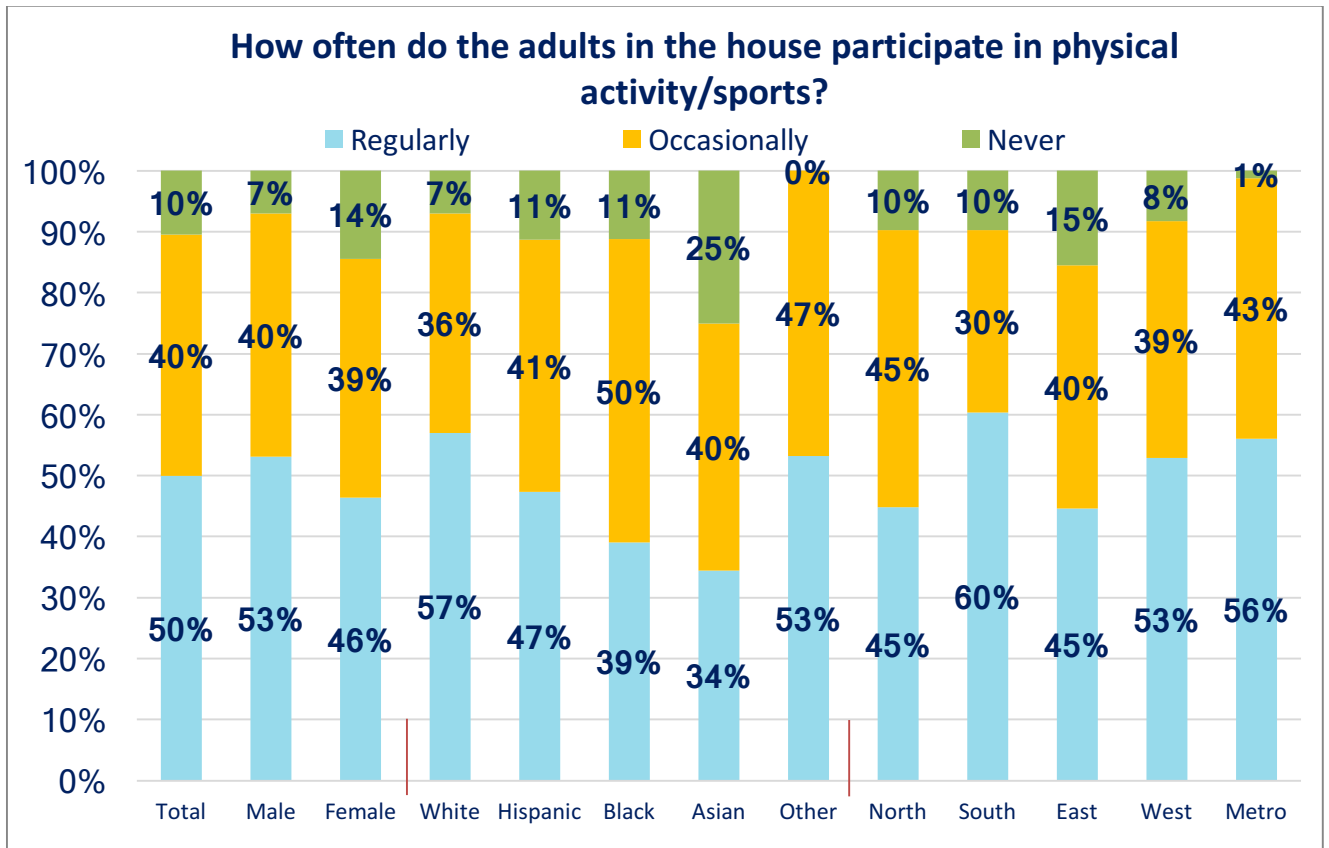


Special Needs Children





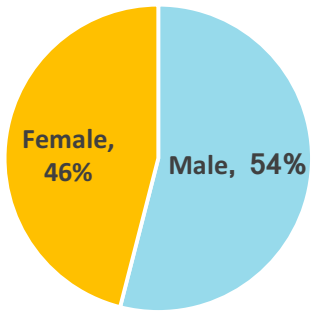
Household Adults: Physical Fitness Status



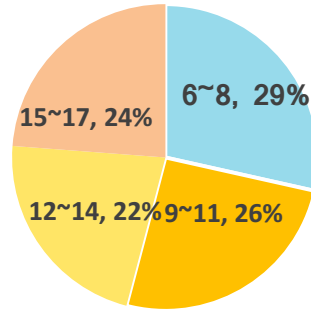
- Households with adults either occasionally participating or not participating at all in physical activities were more likely to have children that did not play a sport in the past year.

Youth Profile

Gender

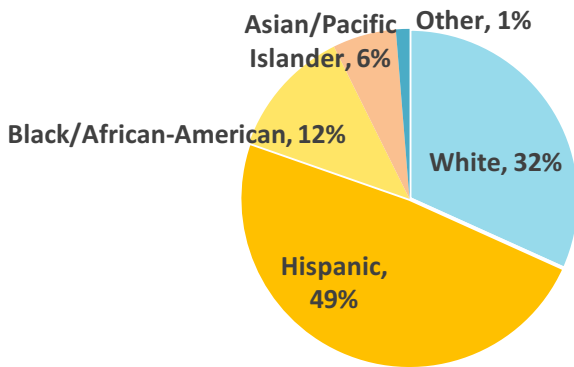


Age

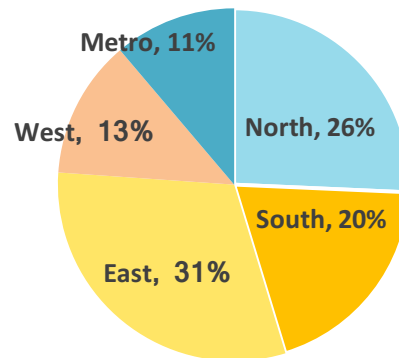


Average Age: 11 years' old

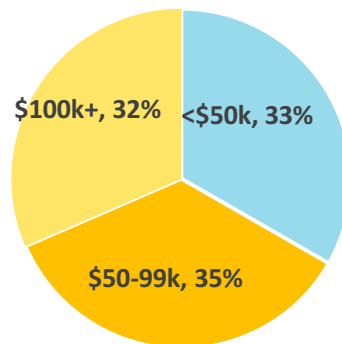
Race/Ethnicity

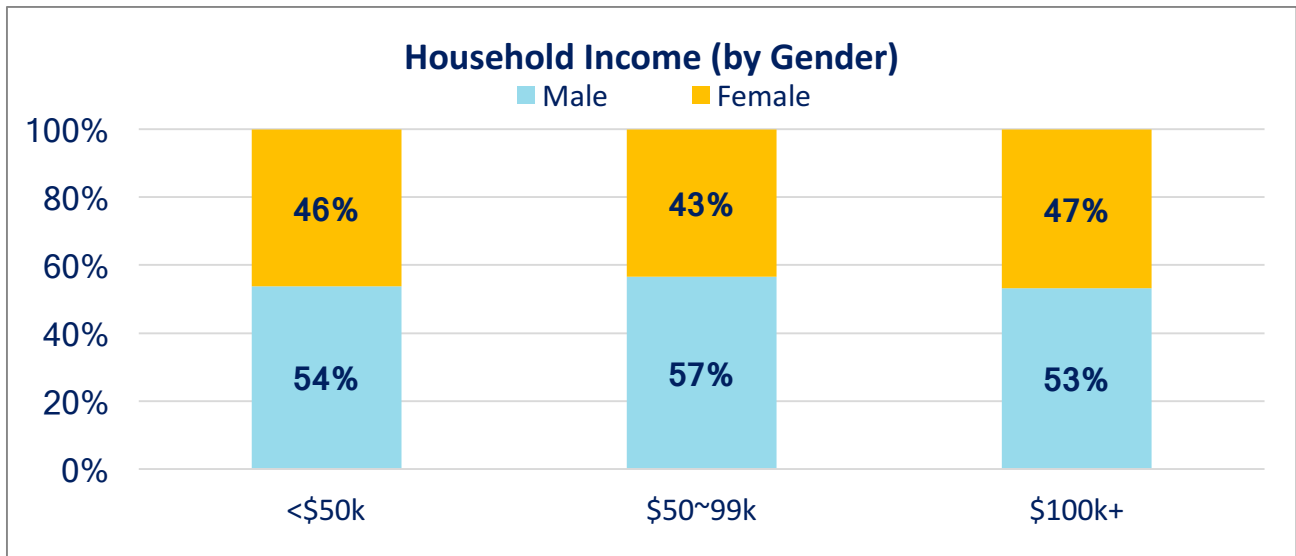
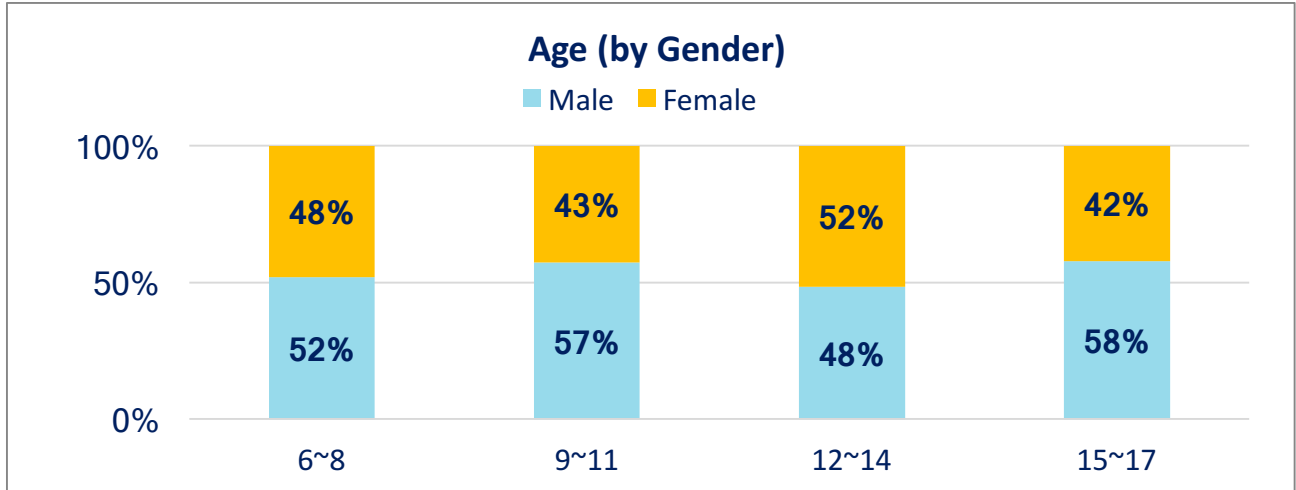


Region



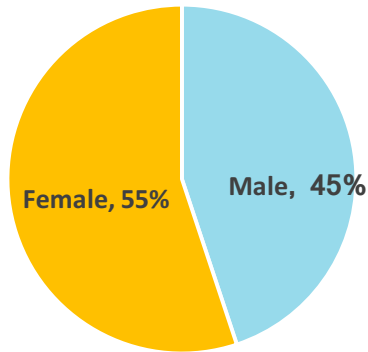
Household Income



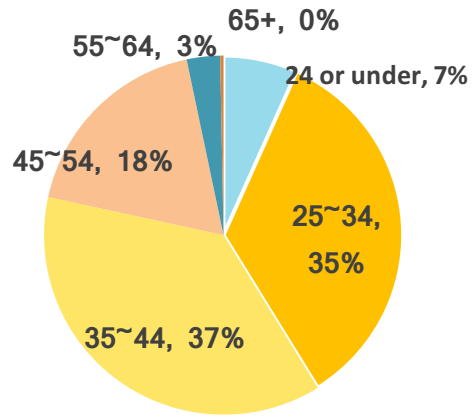


Respondent (Adult) Profile

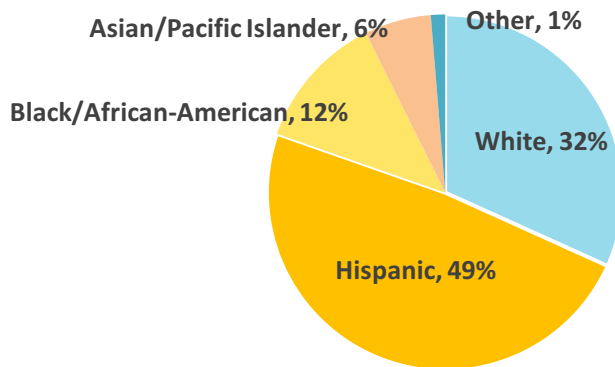
Gender



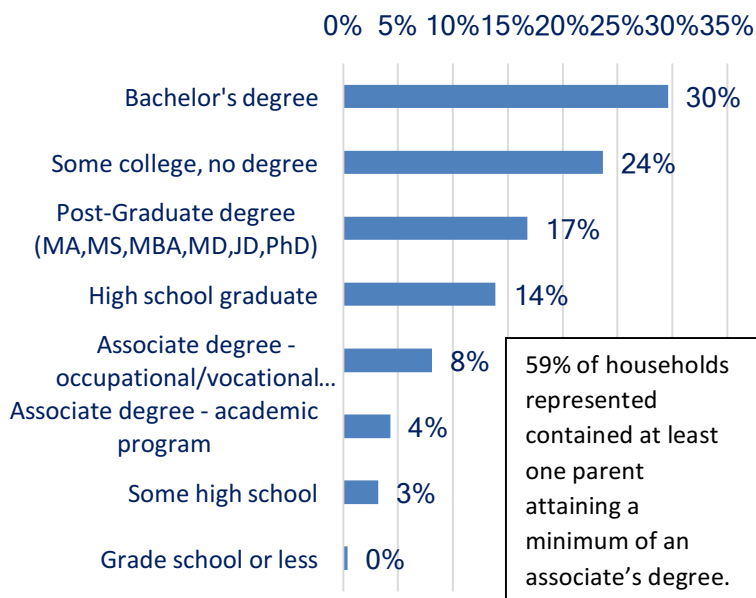
Parent (Respondent) Age



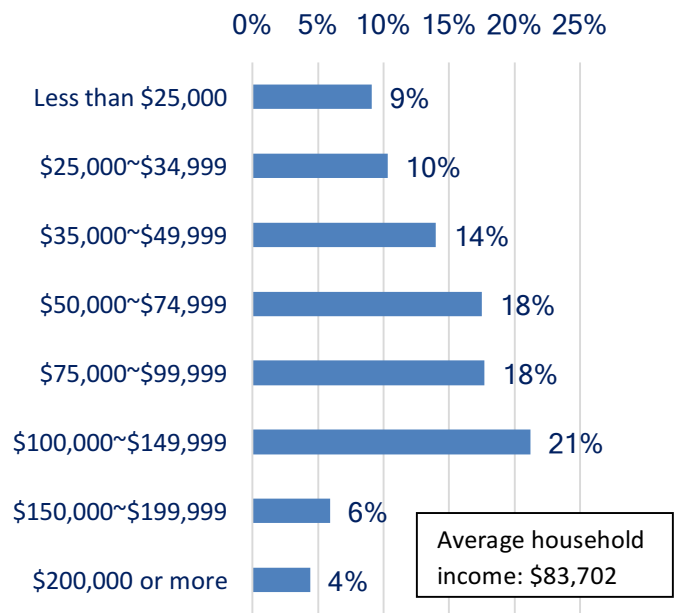
Race/Ethnicity

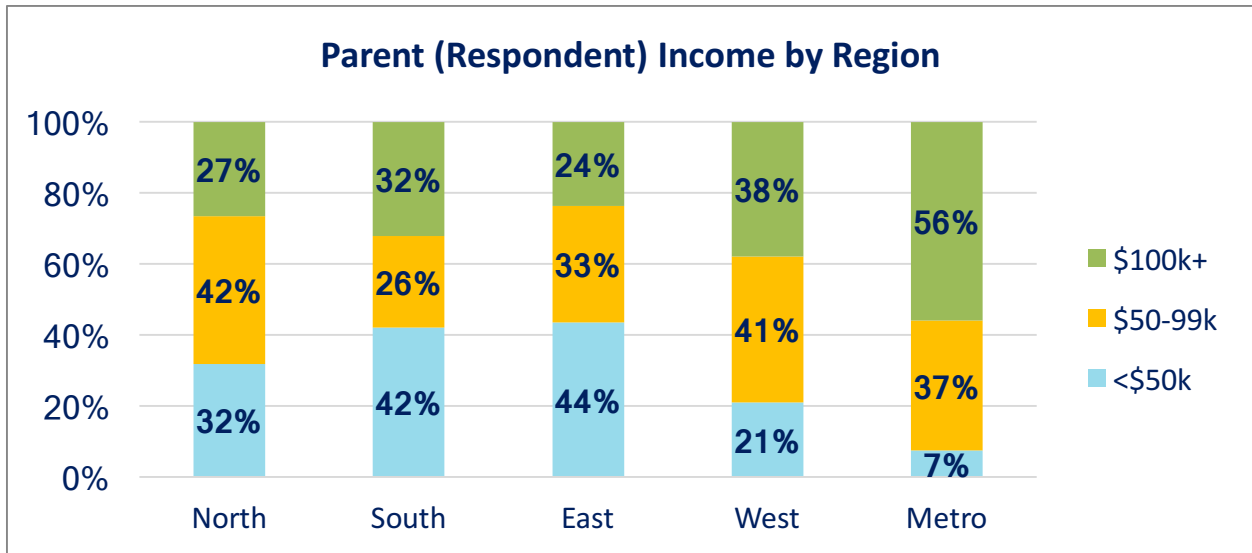


Education Level of Parent



Income





Average Income Per Region:

- North: \$77,887.76
- South: \$81,564.17
- East: \$72,144.07
- West: \$102,789.26
- Metro: \$111,620.37

Using Sports Marketing Surveys Data:

Disclaimer:

While proper due care and diligence has been taken in the preparation of this document, *Sports Marketing Surveys* cannot guarantee the accuracy of the information contained and does not accept any liability for any loss or damage caused as a result of using information or recommendations contained within this document.

About Sports Marketing Surveys:

Since 1985, *Sports Marketing Surveys* has led the way in being the informed, experienced and uniquely positioned source to assist with any custom research projects. We understand the pressures and constraints being put on your budgets and we can design a methodology that gets you the answers you need, at a cost that your budgets can live with. Whether it's a dealer study to get some feedback from your retail partners or an internet based consumer study to measure the strength of your brand among the changing American consumer, *Sports Marketing Surveys* conducts quantitative and qualitative marketing research and information for many of the leading manufacturers and organizations throughout the industry.



SPORTS MARKETING SURVEYS USA.

6650 West Indiantown Road, Suite 220

Jupiter, FL 33458

p: 561.427.0647

f: 561.427.0678

e: usa@sportsmarketingsurveysusa.com

www.sportsmarketingsurveysusa.com

About LA84 Foundation:

As a legacy of the 1984 Olympic Games, the LA84 Foundation continues to be a nationally recognized leader in support of youth sport programs and elevating the importance of sports in positive youth development. LA84 seeks to provide an opportunity for every child to participate in sports and experience the wide range of positive outcomes associated with youth sport participation. Since its launch in 1985, LA84 has invested millions in the communities that supported the Games, reaching more than 3 million youth throughout Southern California, from Santa Barbara to San Diego County. The LA84 Foundation continues to promote the spirit of the 1984 Olympic Games by convening and engaging local, national and international audiences about the role of sport in society, and the impact of the Olympic Games on host cities, especially as we look ahead to the 2024 Games. LA84's headquarters is located in the historic Britt House near downtown Los Angeles, where it houses meeting facilities and the world's premier sports library. For more information, please visit www.la84.org.