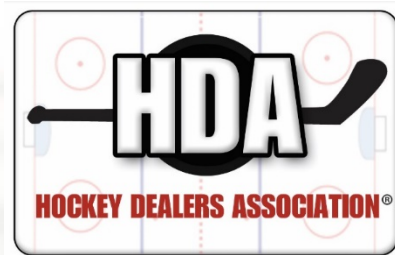


Annual Business of Ice Hockey

2020 Edition



A Division of the National Sporting Goods Association



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a division of the
National Sporting Goods Association**

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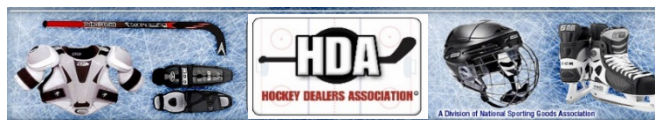


SECTION I

A Statistical Study of Ice Hockey Participation

Ice Hockey Participation

Excerpted from
Sports Participation in the United States 2020 Edition



I. Introduction

The “Sports Participation in the United States” study is a research study designed to measure the number of individuals 7 years of age, or older who participated in each of a number of different sports/recreational activities within the previous year.

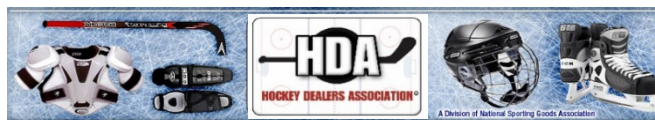
This study measures the annual number of participants in each sport/activity, the frequency of participation (number of days of participation in 2019), total days of participation, and the mean (average) and median (mid-point) number of days of participation.

This report includes quick-view snapshots and detailed tables related to overall participation, lifecycle demographics, and cross participation. Overall participation is broken out by:

- Gender, Age, and Presence of Children age 18 or under in the household
- Male Age, Mean Age, and Education of Male Household Head (if present)
- Female Age, Mean Age, and Education of Female Household Head (if present)
- Household Income and Market Size
- U.S. Census Region and Ethnicity/Race

The Single Sports Detailed Tables are generated for selected demographics, including gender, age, mean, and median ages by gender and frequency of participation, education of male and female household heads (if present), household income, market size, U.S. census region, and ethnicity/race.

The data reported for ethnicity/race should be used only to rank sport/activity participation within that ethnic group/race. Due to sampling constraints, it is inappropriate to subtract this data from the total in order to arrive at participation numbers for non-African American or non-Hispanic participants.



II. Methodology

Sampling

An online panel maintained by Dynata was used. The panel is balanced on characteristics determined to be key indicators of general purchase behavior, including household size and composition, household income, age of household head, region, and market size. Due to the online methodology, African Americans and Hispanics are somewhat underrepresented in the sample.

2010 was the first year that an online survey methodology was used for collecting data on sports participation. Prior to 2010, this annual study was conducted using a mailback survey methodology. Readers should keep this in mind when making direct comparisons with data published prior to 2010.

Questionnaire

In January 2020, sample members of the Dynata panel were invited to complete the sports participation survey online. Respondents were asked to identify other household members ages 7 or older, indicate their age and gender, and provide the number of days of participation for each sport/activity in 2019.

Returns

The study results are based on approximately 34,000 individuals who are ages 7 and older.

In order to ensure returns were representative of the U.S., the data was weighted to represent the demographic composition of the U.S. based on the following characteristics: state of residence, household income, and population density.

The returns were then projected to 299,332,000 - the U.S. population age 7 and older in 2019. A 816-cell age/gender/state weight matrix was used to project the weighted sample to represent the actual age and gender distribution by state of the U.S. population.



III. Data Indicated in the Report

Participants

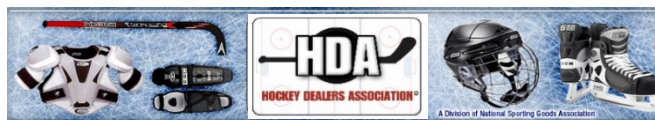
A participant is defined as an individual 7 years of age or older, who participates in a sport/activity at least 2 days in a given year.

The definition of "Frequent," "Occasional" and "Infrequent" participants varies for each sport/activity and is indicated in the report. For sports/activities where the incidence of participation is low, participants may be divided into "Frequent" and "Occasional" only.

Geographic Tables

The tables in this report show the demographic distribution of participants for each sport by geographic region. The states in the geographic regions are:

<u>New</u> <u>England</u>	<u>Middle</u> <u>Atlantic</u>	<u>East</u> <u>North</u> <u>Central</u>	<u>West</u> <u>North</u> <u>Central</u>	<u>South</u> <u>Atlantic</u>	<u>East</u> <u>South</u> <u>Central</u>	<u>West</u> <u>South</u> <u>Central</u>	<u>Mountain</u>	<u>Pacific</u>
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	AK
RI		WI	NE	NC			NV	HI
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				DC				



Participation Overview Snapshot: How to Read

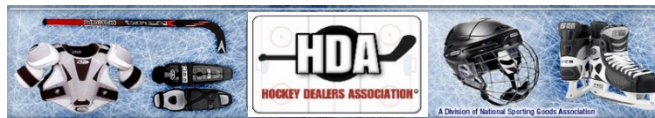
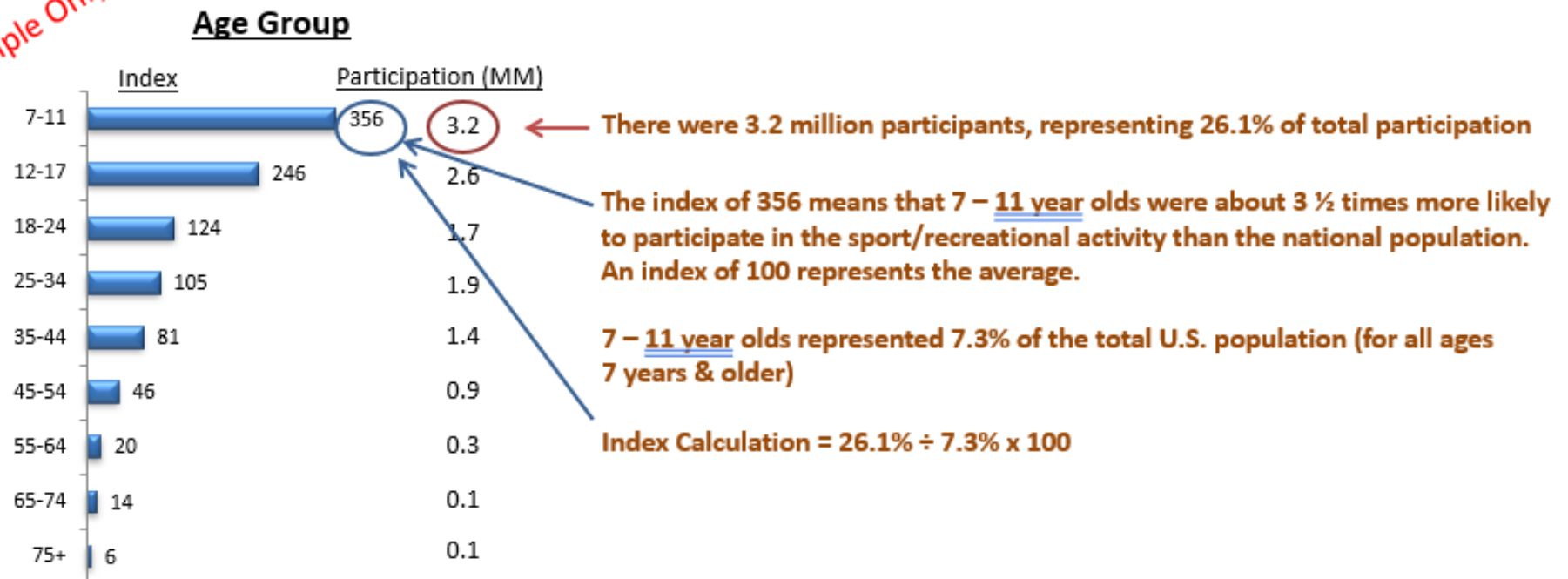
Participation Definitions

Participant: for this sport/activity an individual 7 years of age or older who participated at least 2 days during 2019. Frequent, Occasional, and Infrequent participation are defined within the frequency pie chart on the following pages. As an example, "Frequent (30+)" means a person must have participated at least 30 days during the year to be considered a frequent participant.

Explanation / Example of an Index

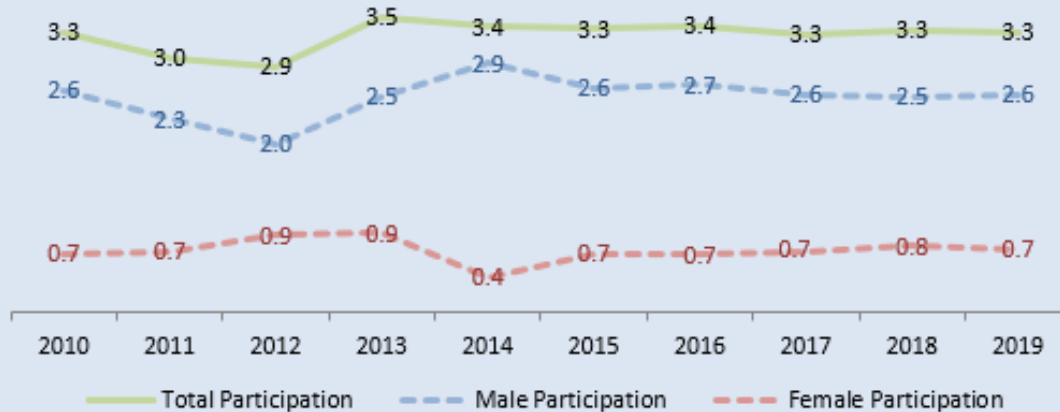
An index removes bias towards participation in larger segments of the population by focusing on concentration of participation within a given segment. It determines if participation within that segment is under- or over-developed as compared to the other segments being examined.

Example Only

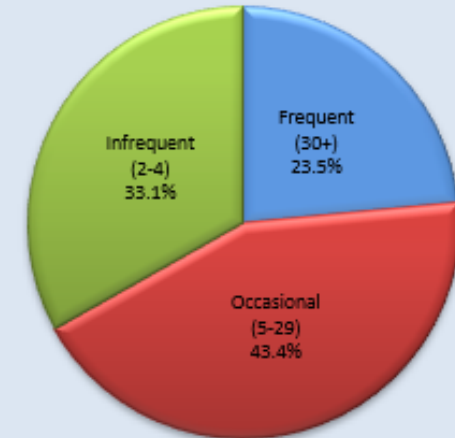


Ice Hockey Participation Overview Snapshot

Participation (in millions)



Frequency of Participation

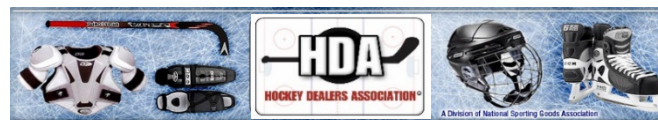


Total Participation

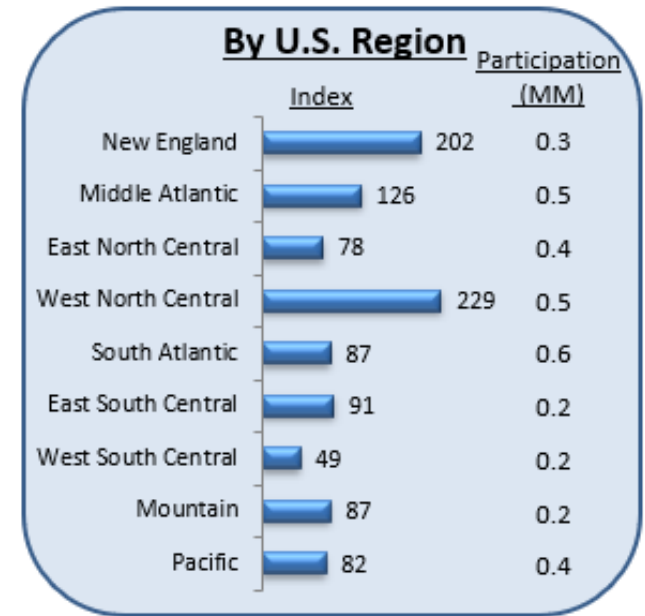
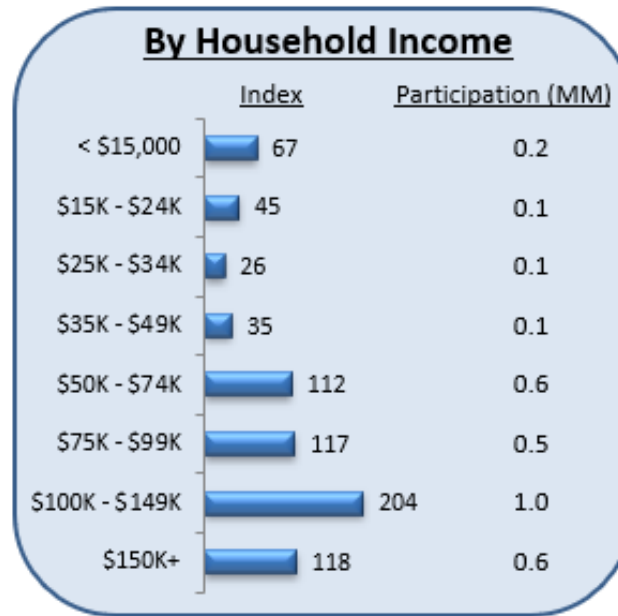
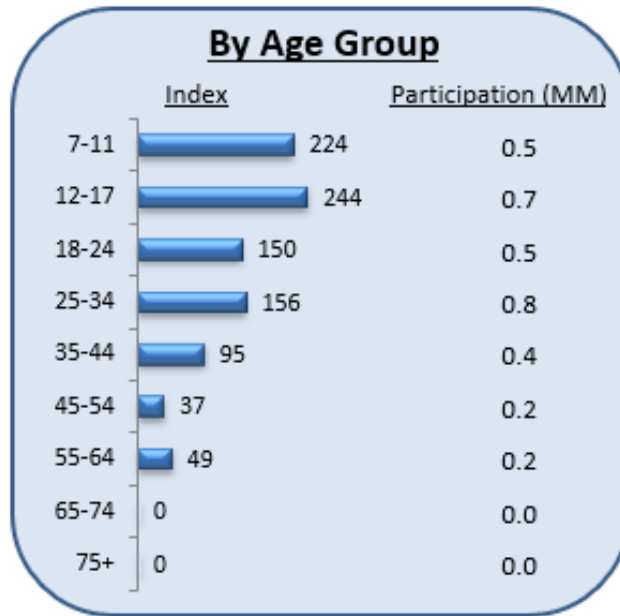
- In 2019 there were 3.3 million hockey (ice) participants in the U.S.
- 2.6 million (79%) were male
- 0.7 million (21%) were female

Frequency of Participation

- 23.5% were frequent participants (participated 30 or more days during 2019)
- 43.4% were occasional participants (participated 5 – 29 days during 2019)
- 33.1% were infrequent participants (participated 2 – 4 days during 2019)

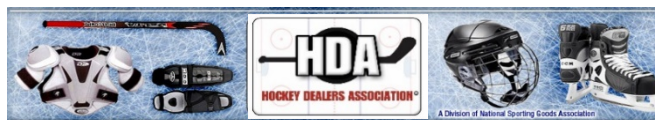


Ice Hockey Participation Overview Snapshot



Demographics/Geographics

- **Age:** Participation was most developed within the 7 – 11 and 12 – 17 age groups
 - i.e. There were 0.5 million participants between 7 – 11 years old and 0.7 million participants between 12 – 17 years old, these segments were more than 2 times more likely to participate in this sport/activity than the average population
- **Household Income:** Participation was most developed among households with incomes of \$100K or more
- **U.S. Region:** Participation was most developed within the West North Central region



Detailed Participation Tables: How to Read

**Example
Only**

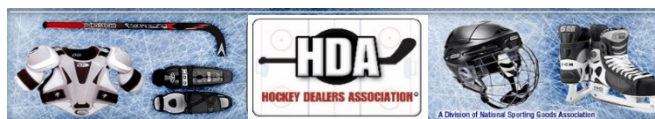
Example

		Male Age												Male Head Education		
	Total	Total Male	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Respondents	12292	9658	2590	2404	1255	1427	976	683	188	106	28	22.56	17.00	18	1099	1204
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0
	100.0	78.6	21.1	19.6	10.2	11.6	7.9	5.6	1.5	0.9	0.2			0.1	8.9	9.8
Frequent (50+)	2896	2563	882	872	169	174	162	263	--	14	28	20.19	14.00	--	228	167
Read Vertically	23.6	26.5	34.0	36.3	13.4	12.2	16.6	38.5	--	13.0	100.0			--	20.7	13.9
Read Horizontally	100.0	88.5 =	30.4 +	30.1 +	5.8 +	6.0 +	5.6 +	9.1 +	-- +	0.5 +	1.0			--	7.9	5.8
Occasional (10-49)	6242	5206	1424	1283	761	790	541	224	125	58	--	21.74	16.00	--	635	562
	50.8	53.9	55.0	53.4	60.6	55.4	55.4	32.8	66.3	54.5	--			--	57.7	46.7
	100.0	83.4	22.8	20.6	12.2	12.7	8.7	3.6	2.0	0.9	--			--	10.2	9.0
Infrequent (2-9)	3153	1890	284	249	325	463	274	197	64	34	--	28.06	26.00	18	237	475
	25.7	19.6	11.0	10.3	25.9	32.5	28.0	28.8	33.7	32.4	--			100.0	21.5	39.5
	100.0	59.9	9.0	7.9	10.3	14.7	8.7	6.2	2.0	1.1	--			0.6	7.5	15.1
Mean number of days	29.40	33.04	38.94	42.93	23.83	20.66	25.61	35.30	10.77	16.27	100.00	--	--	2.00	29.60	20.94
Median number of days	20.00	25.00	30.00	30.00	20.00	10.00	15.00	20.00	10.00	10.00	100.00	--	--	2.00	20.00	11.00
PARTICIPATION																
Days of participation	361388	319141	100837	103211	29901	29488	25001	24117	2031	1723	2832	--	--	36	32534	25215
1 day only	1234	685	79	57	217	165	115	28	15	7	--	--	--	--	162	83

How to Read:

Most data sets have three rows:

- Row 1: total participation for that segment (i.e. 2.4 million participants are males between 12-17 yrs. old)
- Row 2: read vertically (i.e. 26.5% of male participants are frequent participants, 53.9% are occasional, and 19.6% are infrequent)
- Row 3: read horizontally (i.e. 30.4% of the 2.9 million frequent male participants are between 7-11 yrs. old; $30.4\% / 88.5\% = 34.4\%$ of frequent male participants are between 7-11 yrs. old)

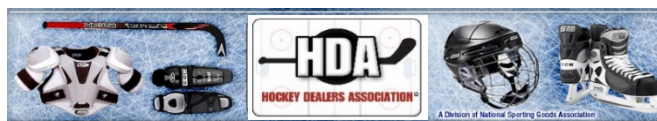


Participation by Age / Gender / Frequency

HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

		Male Age												Male Head Education		
	Total	Total Male	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Participants	3300 100.0 100.0	2558 100.0 77.5	384 100.0 11.6	487 100.0 14.8	371 100.0 11.2	700 100.0 21.2	283 100.0 8.6	172 100.0 5.2	162 100.0 4.9	-- -- --	-- -- --	26.68	25.00	-- -- --	784 100.0 23.8	1892 100.0 57.3
Frequent (30+)	775 23.5 100.0	717 28.0 92.5	134 34.8 17.2	193 39.6 24.9	45 12.1 5.8	174 24.9 22.5	111 39.3 14.3	-- -- --	60 37.3 7.8	-- -- --	-- -- --	25.32	23.00	-- -- --	84 10.7 10.8	627 33.1 80.8
Occasional (5 to 29)	1432 43.4 100.0	1000 39.1 69.8	105 27.4 7.3	41 8.4 2.8	160 43.1 11.2	476 68.1 33.3	74 26.1 5.2	77 45.0 5.4	67 41.4 4.7	-- -- --	-- -- --	29.37	31.00	-- -- --	444 56.6 31.0	793 41.9 55.4
Infrequent (2 to 4)	1093 33.1 100.0	841 32.9 76.9	145 37.8 13.3	253 52.0 23.2	166 44.8 15.2	49 7.0 4.5	98 34.6 9.0	95 55.0 8.7	34 21.3 3.2	-- -- --	-- -- --	24.65	19.00	-- -- --	256 32.6 23.4	473 25.0 43.3
Mean number of days	14.27	15.99	21.86	20.88	9.09	14.49	17.82	5.82	17.27	--	--	--	--	--	9.12	18.45
Median number of days	6.00	6.00	6.00	4.00	5.00	6.00	10.00	4.00	5.00	--	--	--	--	--	6.00	6.00
PARTICIPATION																
Days of participation	47105	40899	8388	10172	3371	10135	5043	1002	2790	--	--	--	--	--	7149	34913
1 day only	945	397	--	6	--	153	44	--	195	--	--	--	--	--	111	488

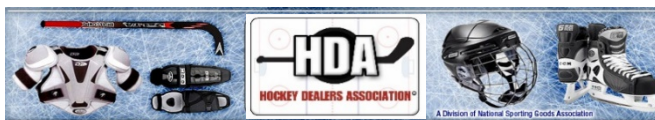


Participation by Age / Gender / Frequency

HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

		Female Age												Female Head Education		
	Total	Total Female	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	Mean Age	Median Age	Not HS Grad	HS Grad	Coll Grad
Total Participants	3300 100.0 100.0	742 100.0 22.5	124 100.0 3.8	186 100.0 5.6	132 100.0 4.0	85 100.0 2.6	150 100.0 4.6	-- -- --	65 100.0 2.0	-- -- --	-- -- --	24.88	20.00	-- -- --	523 100.0 15.8	1530 100.0 46.3
Frequent (30+)	775 23.5 100.0	58 7.8 7.5	35 28.4 4.5	23 12.2 2.9	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	12.21	11.00	-- -- --	187 35.8 24.1	422 27.6 54.4
Occasional (5 to 29)	1432 43.4 100.0	432 58.2 30.2	25 20.2 1.8	112 60.1 7.8	34 25.7 2.4	85 100.0 6.0	111 73.8 7.7	-- -- --	65 100.0 4.5	-- -- --	-- -- --	29.54	30.00	-- -- --	84 16.0 5.8	647 42.3 45.2
Infrequent (2 to 4)	1093 33.1 100.0	253 34.0 23.1	64 51.4 5.8	51 27.7 4.7	98 74.3 9.0	-- -- --	39 26.2 3.6	-- -- --	-- -- --	-- -- --	-- -- --	19.81	19.00	-- -- --	252 48.2 23.1	461 30.2 42.2
Mean number of days	14.27	8.36	13.19	11.53	3.74	9.76	5.15	--	5.00	--	--	--	--	--	16.13	17.62
Median number of days	6.00	5.00	3.00	6.00	3.00	10.00	6.00	--	5.00	--	--	--	--	--	5.00	6.00
PARTICIPATION																
Days of participation	47105	6206	1637	2144	494	832	774	--	325	--	--	--	--	--	8435	26948
1 day only	945	548	--	--	219	259	70	--	--	--	--	--	--	--	236	461



Participation by Household Income / Market Size

HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

		Household Income								Market Size			
	Total	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000+	Non-Cbsa/ CSA < 100K	100K- 499K	500K- 1.9M	2M & Over
Total Participants	3300 100.0 100.0	226 100.0 6.9	132 100.0 4.0	75 100.0 2.3	140 100.0 4.2	637 100.0 19.3	481 100.0 14.6	1004 100.0 30.4	605 100.0 18.3	265 100.0 8.0	544 100.0 16.5	677 100.0 20.5	1814 100.0 55.0
Frequent (30+)	775 23.5 100.0	24 10.8 3.1	-- -- --	-- -- --	67 48.1 8.7	177 27.7 22.8	140 29.1 18.1	206 20.5 26.5	161 26.7 20.8	52 19.8 6.8	153 28.1 19.7	147 21.7 19.0	423 23.3 54.5
Occasional (5 to 29)	1432 43.4 100.0	148 65.3 10.3	25 18.5 1.7	24 31.6 1.7	25 17.8 1.7	266 41.8 18.6	218 45.4 15.2	399 39.7 27.9	328 54.1 22.9	96 36.2 6.7	226 41.6 15.8	285 42.0 19.9	825 45.5 57.6
Infrequent (2 to 4)	1093 33.1 100.0	54 23.9 4.9	108 81.5 9.9	51 68.4 4.7	48 34.1 4.4	194 30.4 17.7	123 25.5 11.2	399 39.8 36.5	116 19.2 10.6	117 44.0 10.7	165 30.3 15.1	245 36.2 22.4	567 31.2 51.8
Mean number of days	14.27	7.89	2.95	4.13	20.82	15.19	21.52	12.68	14.82	10.74	15.64	15.34	13.98
Median number of days	6.00	6.00	3.00	3.00	15.00	6.00	6.00	5.00	6.00	5.00	6.00	6.00	6.00
PARTICIPATION													
Days of participation	47105	1783	391	311	2909	9675	10348	12722	8966	2844	8509	10387	25364
1 day only	945	24	17	12	30	139	113	244	366	197	58	58	633

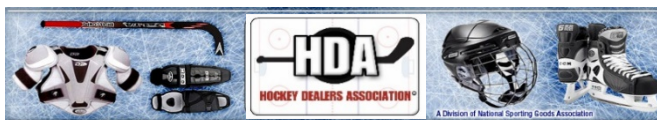


Participation by Region / Ethnicity

HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

		U.S. Region									Ethnicity/Race	
Total		New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	African-American	Hispanic
Total Participants	3300	307	529	369	491	578	176	195	215	439	50	694
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	9.3	16.0	11.2	14.9	17.5	5.3	5.9	6.5	13.3	1.5	21.0
Frequent (30+)	775	191	111	148	177	19	--	--	21	110	19	157
	23.5	62.1	21.0	40.0	36.0	3.2	--	--	9.7	25.0	39.2	22.6
	100.0	24.6	14.3	19.0	22.8	2.4	--	--	2.7	14.1	2.5	20.3
Occasional (5 to 29)	1432	32	184	76	220	363	176	165	35	181	--	279
	43.4	10.3	34.7	20.7	44.7	62.9	100.0	84.6	16.1	41.2	--	40.2
	100.0	2.2	12.8	5.3	15.3	25.4	12.3	11.5	2.4	12.6	--	19.5
Infrequent (2 to 4)	1093	85	234	145	95	196	--	30	160	148	30	258
	33.1	27.6	44.3	39.3	19.3	33.9	--	15.4	74.2	33.8	60.8	37.2
	100.0	7.7	21.4	13.3	8.7	17.9	--	2.8	14.6	13.6	2.8	23.6
Mean number of days	14.27	28.28	10.85	18.42	23.27	6.57	6.79	5.68	8.96	14.64	22.20	13.29
Median number of days	6.00	30.00	5.00	10.00	7.00	5.00	6.00	6.00	3.00	6.00	3.00	6.00
PARTICIPATION												
Days of participation	47105	8685	5739	6792	11427	3800	1197	1110	1929	6425	1100	9230
1 day only	945	13	92	169	68	199	--	63	122	220	61	242



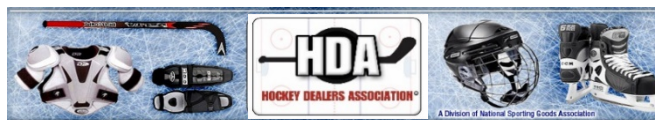
SECTION II

A Statistical Study of Ice Hockey Participation

Ice Hockey Cross Participation

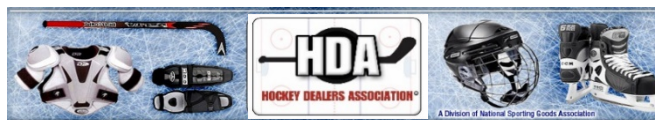
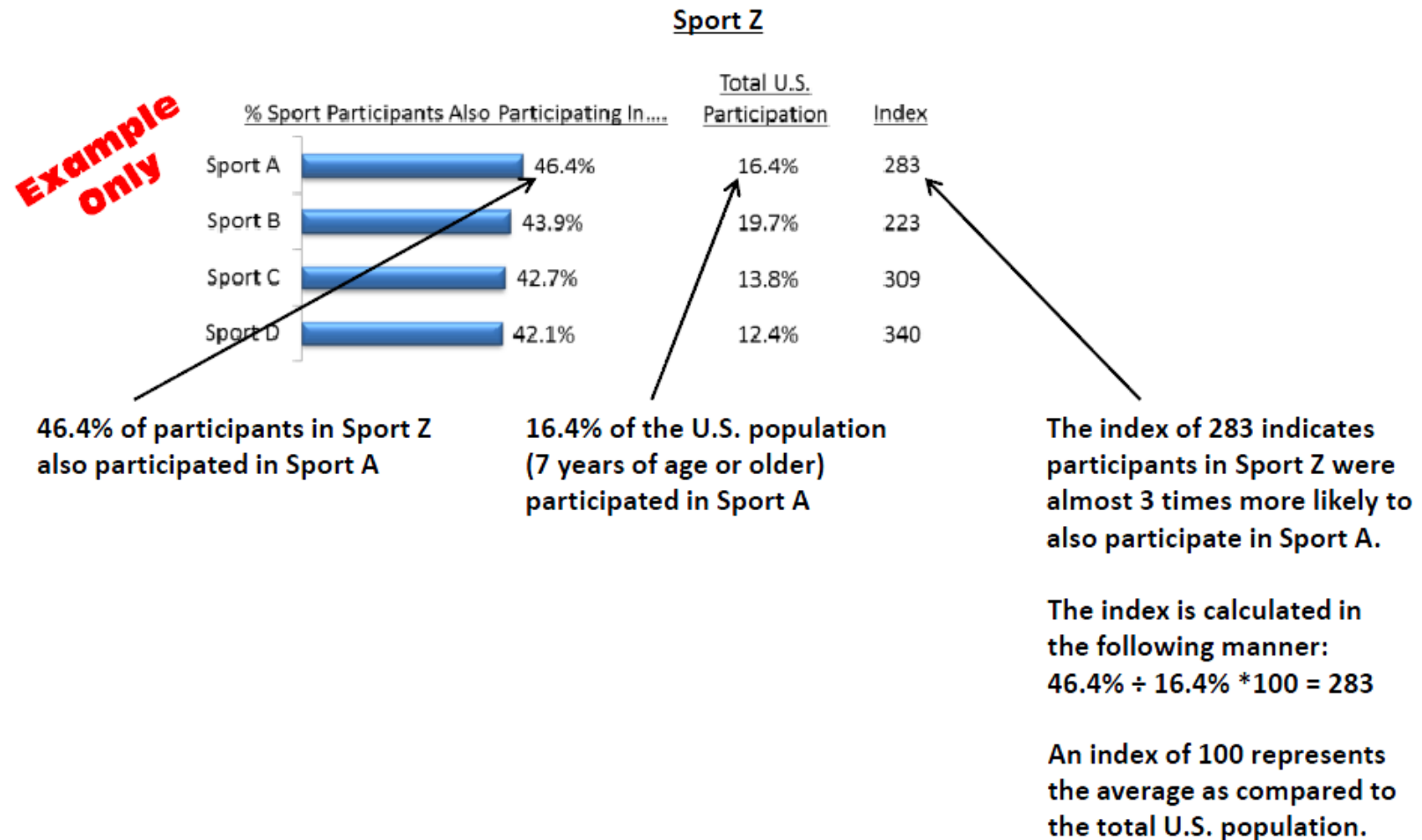
Excerpted from

Sports Participation: Cross Participation 2020 Edition



Cross Participation Snapshot: How to Read

How to Read Cross Participation Data:

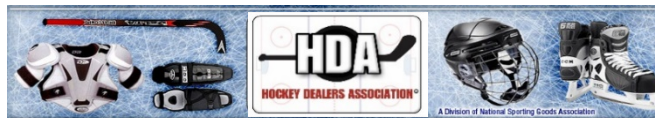


Ice Hockey Cross Participation Snapshot

Hockey (Ice) Cross Participation Including Index vs. Total U.S. Participation

Hockey (Ice) Participants = 3,300,000

	% Participating In...	Total U.S. Participation	Index		% Participating In...	Total U.S. Participation	Index
Ice/Figure Skating	39.7%	2.9%	1376		Table Tennis	12.4%	372
Bowling	25.5%	11.3%	225		Skateboarding	11.9%	641
Backpack/Wilderness Camping	24.3%	4.2%	583		Archery (Target)	11.9%	451
Camping (Vacation/Overnight)	23.9%	13.6%	175		Kayaking	11.6%	326
Basketball	23.4%	8.4%	278		Volleyball	11.2%	315
Hiking	22.3%	16.1%	139		Exercising with Equipment	10.7%	55
Boating (Motor/Power)	22.3%	5.2%	431		Softball	10.3%	305
Billiards/Pool	21.7%	6.9%	314		Weightlifting	10.0%	79
Baseball	21.7%	4.1%	530		Football (Flag)	9.8%	450
Golf	21.2%	6.0%	355		Paintball Games	9.1%	578
Bicycle Riding	21.1%	12.6%	167		Yoga	8.3%	78
Boxing	20.4%	1.2%	1647		Dart Throwing	8.1%	267
Fishing (Fresh Water)	18.5%	10.1%	183		Soccer	8.1%	170
Exercise Walking	18.3%	35.5%	51		Football (Touch)	7.7%	260
Hunting w/Firearms	17.7%	5.7%	309		Lacrosse	7.7%	824
Hunting w/Bow & Arrow	17.4%	2.0%	862		Skiing (Alpine)	7.5%	375
Aerobic Exercising	17.4%	15.8%	110		Work Out At Club/Gym/Fitness Studio	7.2%	54
Canoeing	15.0%	2.5%	598		Water Skiing	6.5%	559
Target Shooting (Live Ammo)	14.4%	6.6%	219		Football (Tackle)	5.8%	238
Running/Jogging	13.8%	15.4%	90		Target Shooting (Airgun)	5.8%	369
Mountain Biking (Off Road)	13.6%	1.9%	720		Fishing (Salt Water)	5.8%	179
Swimming	12.8%	16.1%	80		Wrestling	5.6%	499
Tennis	12.7%	4.1%	312		Martial Arts/MMA/Tae Kwon Do	5.1%	253
In-line Roller Skating	12.5%	1.5%	855		Gymnastics	3.8%	191
Snowboarding	12.5%	1.3%	931		Pilates	1.8%	91



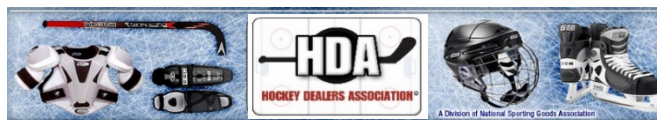
SECTION III

A Statistical Study of Ice Hockey Participation

Ice Hockey Lifestyle Demographics

Excerpted from

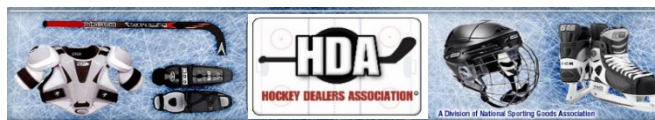
Sports Participation: Lifestyle Demographics 2020 Edition



Lifecycle Demographics: Segment Definitions

Segment Definitions

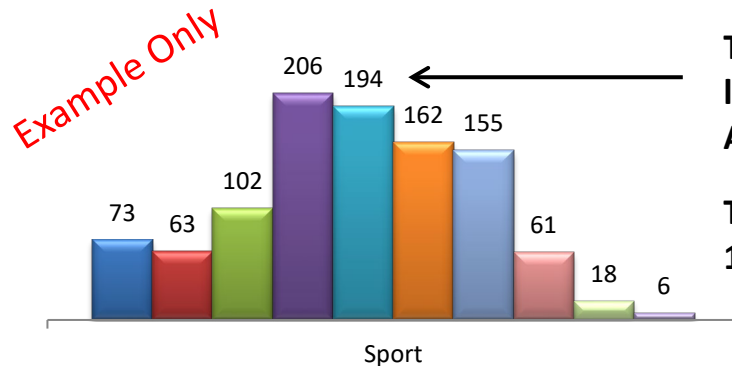
- **Affluent Singles:** single head of household, under 65, top third in per capita income
- **Low/Middle Income Singles:** single head of household, under 65, bottom two-thirds in per capita income
- **Double Income with No Kids (DINKS):** two heads of household, under 45, both employed, without children
- **Working Parents:** two heads of household, under 65, both employed, with children
- **Single Parents:** single head of household (usually female), under 65, with children
- **Affluent Traditional Families:** two heads of household, under 65, one spouse employed, with children under 18, top third in per capita income
- **Low/Middle Income Traditional Families:** two heads of household, under 65, one spouse employed, with children under 18, bottom two-thirds in per capita income
- **Affluent Empty Nesters:** middle-aged, no children under 18 in household, top third in per capita income
- **Low/Middle Income Empty Nesters:** middle-aged, no children under 18 in household, bottom two-thirds in per capita income
- **Seniors (Age 65+):** Female Head (Male Head if Female Head is not present) is 65 or over



Lifecycle Demographics: How to Read

Lifecycle Demographics Snapshot #1: Participation Index

Provides a view of participation through use of an index. An index removes bias towards participation in larger segments of the population by focusing on concentration of participation within a given segment. It determines if participation within that segment is under- or over-developed as compared to the other segments being examined.

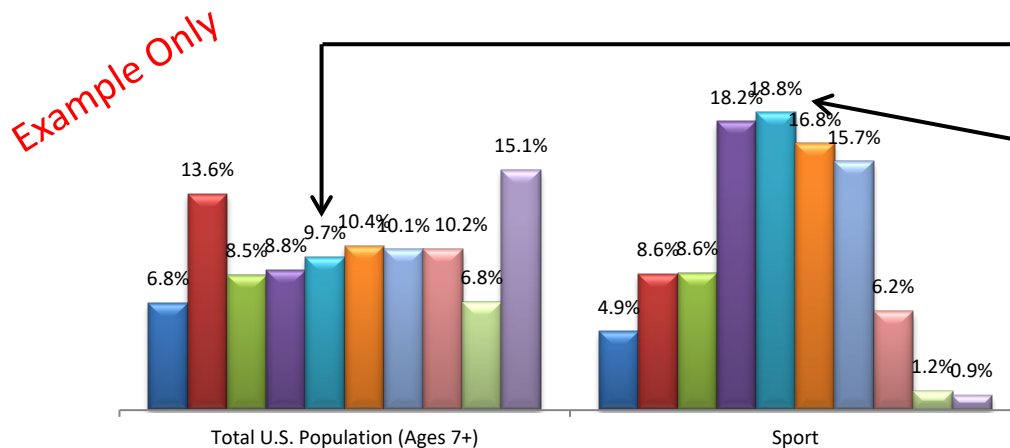


The index of 194 indicates that this segment was almost 2 times more likely to participate in the sport/activity than the national population. An index of 100 represents the average.

The index is calculated by using the example data in the charts below:
 $18.8\% \div 9.7\% * 100 = 194$

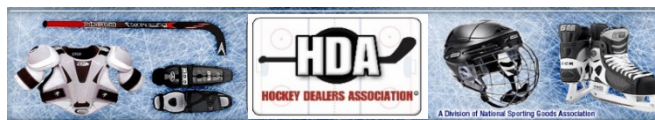
Lifecycle Demographics Snapshot #2: % of Participation

Provides a view of participation as a % of total U.S. population.



This segment represented 9.7% of the total U.S. population (ages 7+)

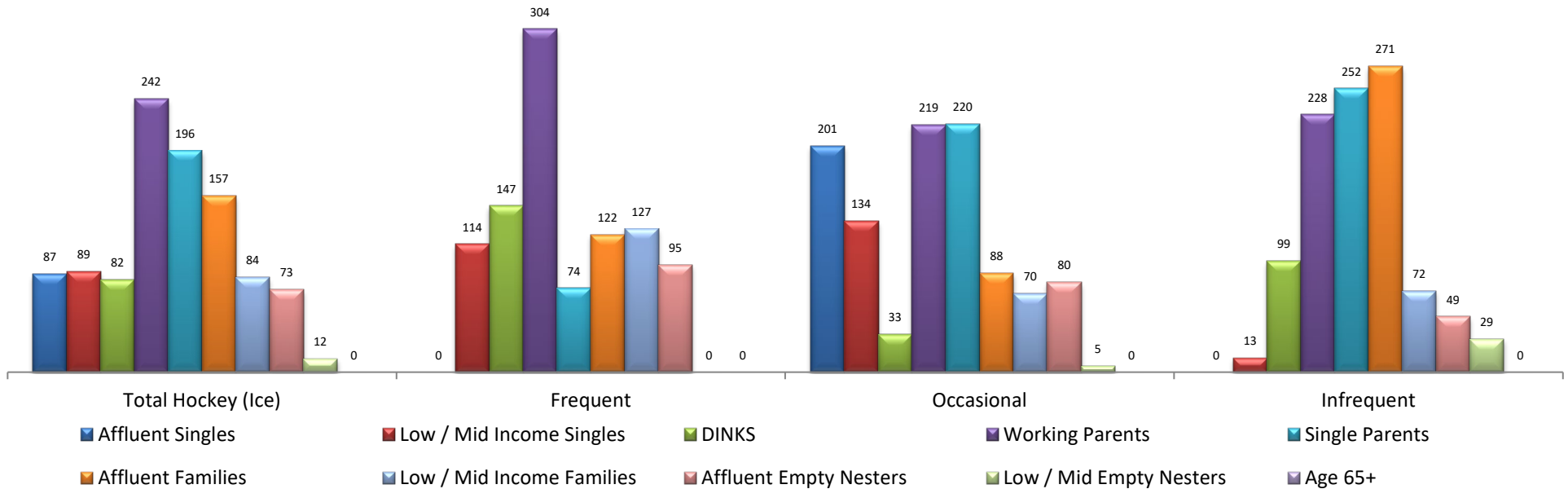
This segment represented 18.8% of this sport's participation



Lifecycle Demographics: Segment Definitions

Index to Total U.S. Population (Ages 7+)

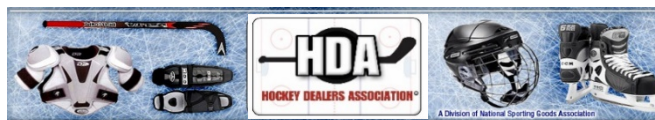
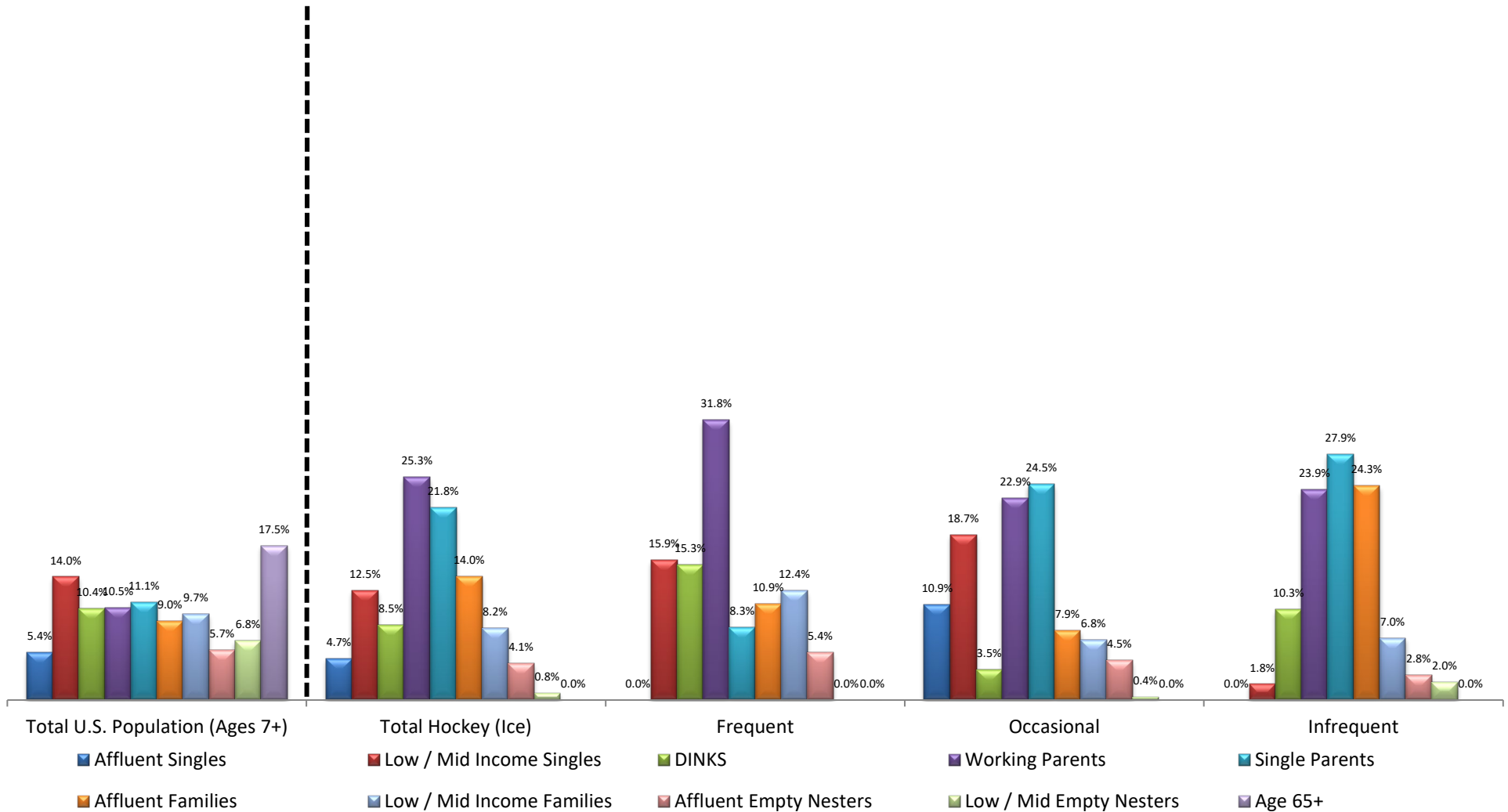
Hockey (Ice) Participants = 3,300,000



Lifecycle Demographics: Segment Definitions

Distribution of Participation

Hockey (Ice) Participants = 3,300,000



Lifecycle Demographics Detailed Tables: How to Read

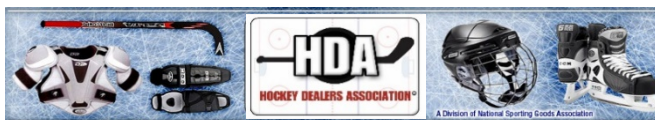
Example Only

	Lifecycle										
	Total	Affluent Singles	Low/Mid Income Singles	Dinks	Working Parents	Single Parents	Affluent Families	Low/Mid Income Families	Affluent Empty Nesters	Low/Mid Empty Nesters	Age 65+
Total Population	288012	22899	43805	24755	25041	33941	22973	26465	20886	24043	43204
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	8.0	15.2	8.6	8.7	11.8	8.0	9.2	7.3	8.3	15.0
SPORT X											
Total Participants	44096	5624	6284	5004	3699	4535	4659	2908	4151	2122	5109
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	12.8	14.3	11.3	8.4	10.3	10.6	6.6	9.4	4.8	11.6
Frequent (110+)	14205	1928	1922	1652	872	1194	1271	860	1584	901	2022
	32.2	34.3	30.6	33.0	23.6	26.3	27.3	29.6	38.2	42.4	39.6
	100.0	13.6	13.5	11.6	6.1	8.4	8.9	6.1	11.2	6.3	14.2
Occasional (25-109)	20122	2738	2971	2137	1815	2116	2364	1224	1629	878	2247
	45.6	48.7	47.3	42.7	49.1	46.7	50.7	42.1	39.3	41.4	44.0
	100.0	13.6	14.8	10.6	9.0	10.5	11.7	6.1	8.1	4.4	11.2
Infrequent (6-24)	9769	958	1388	1215	1013	1225	1025	825	937	343	840
	22.2	17.0	22.1	24.3	27.4	27.0	22.0	28.4	22.6	16.1	16.4
	100.0	9.8	14.2	12.4	10.4	12.5	10.5	8.4	9.6	3.5	8.6

How to Read:

Most data sets have three rows:

- Row 1: total participation for that segment (i.e. 1.7 million sport x participants were from Double Income with No Kids households)
- Row 2: read vertically (i.e. 33.0% of DINKS were frequent sport x participants)
- Row 3: read horizontally (i.e. 11.6% of the 14.2 million frequent sport x participants were DINKS)

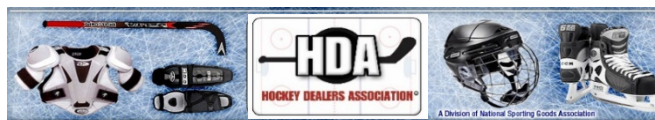


Lifestyle Demographics Detailed Tables

HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

Lifecycle											
	Total	Affluent Singles	Low/Mid Income Singles	Dinks	Working Parents	Single Parents	Affluent Families	Low/Mid Income Families	Affluent Empty Nesters	Low/Mid Empty Nesters	Age 65+
Total Population	299332	16199	41856	31129	31305	33251	26854	29150	16948	20209	52431
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	5.4	14.0	10.4	10.5	11.1	9.0	9.7	5.7	6.8	17.5
HOCKEY (ICE)											
Total Participants	3300	156	411	281	836	720	463	270	137	27	--
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	--
	100.0	4.7	12.5	8.5	25.3	21.8	14.0	8.2	4.1	0.8	--
Frequent (30+)	775	--	123	119	247	64	85	96	42	--	--
	23.5	--	29.9	42.3	29.5	8.9	18.3	35.6	30.5	--	--
	100.0	--	15.9	15.3	31.8	8.3	10.9	12.4	5.4	--	--
Occasional (5 to 29)	1432	156	268	50	328	351	113	97	65	5	--
	43.4	100.0	65.3	17.7	39.3	48.7	24.3	36.0	47.2	19.0	--
	100.0	10.9	18.7	3.5	22.9	24.5	7.9	6.8	4.5	0.4	--
Infrequent (2 to 4)	1093	--	20	112	261	305	266	77	30	22	--
	33.1	--	4.8	40.0	31.2	42.4	57.4	28.4	22.3	81.0	--
	100.0	--	1.8	10.3	23.9	27.9	24.3	7.0	2.8	2.0	--



Lifecycle Demographics Detailed Tables: How to Read

SEGMENT BY SPORT BY DEMOGRAPHICS – SPORT X

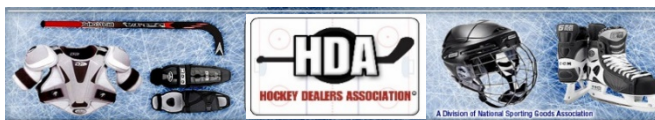
Example Only

	Total	Affluent Singles	Low/Mid Income Singles	Dinks	Working Parents	Lifecycle Single Parents	Affluent Families	Low/Mid Income Families	Affluent Empty Nesters	Low/Mid Empty Nesters	Age 65+
Total Participants	44096 100.0 100.0	5624 100.0 12.8	6284 100.0 14.3	5004 100.0 11.3	3699 100.0 8.4	4535 100.0 10.3	4659 100.0 10.6	2908 100.0 6.6	4151 100.0 9.4	2122 100.0 4.8	5109 100.0 11.6
Gender											
Male	12431 28.2 100.0	1989 35.4 16.0	1643 26.1 13.2	1463 29.2 11.8	1206 32.6 9.7	1000 22.0 8.0	1131 24.3 9.1	757 26.0 6.1	1068 25.7 8.6	516 24.3 4.2	1657 32.4 13.3
Female	31665 71.8 100.0	3635 64.6 11.5	4641 73.9 14.7	3541 70.8 11.2	2494 67.4 7.9	3536 78.0 11.2	3528 75.7 11.1	2151 74.0 6.8	3083 74.3 9.7	1605 75.7 5.1	3452 67.6 10.9
Age											
7-11	1355 3.1 100.0	-- -- --	-- -- --	-- -- --	471 12.7 34.8	417 9.2 30.8	321 6.9 23.7	135 4.6 9.9	11 0.3 0.8	-- -- --	-- -- --
12-17	2433 5.5 100.0	-- -- --	-- -- --	-- -- --	568 15.3 23.3	693 15.3 28.5	631 13.6 26.0	541 18.6 22.2	-- -- --	-- -- --	-- -- --
18-24	5482 12.4 100.0	1186 21.1 21.6	1238 19.7 22.6	1549 31.0 28.3	202 5.5 3.7	447 9.8 8.1	232 5.0 4.2	234 8.0 4.3	394 9.5 7.2	-- -- --	-- -- --
25-34	9534 21.6 100.0	1224 21.8 12.8	2249 35.8 23.6	2195 43.9 23.0	663 17.9 7.0	1141 25.2 12.0	659 14.1 6.9	918 31.6 9.6	483 11.6 5.1	-- -- --	-- -- --
35-44	8503 19.3 100.0	664 11.8 7.8	1039 16.5 22.2	1259 25.2 14.8	1213 32.8 14.3	1407 31.0 16.5	1759 37.8 20.7	709 24.4 8.3	319 7.7 3.7	134 6.3 1.6	-- -- --
45-54	6487 14.7 100.0	1135 20.2 17.5	935 14.9 14.4	-- -- --	486 13.1 7.5	329 7.3 5.1	891 19.1 13.7	330 11.4 5.1	1465 35.3 22.6	915 43.1 14.1	-- -- --
55-64	5185 11.8 100.0	1424 25.2 27.3	823 13.1 15.9	-- -- --	96 2.6 1.8	102 2.2 2.0	158 3.4 3.1	41 1.4 0.8	1479 35.6 28.5	1072 50.5 20.7	-- -- --
65-74	3092 7.0 100.0	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	7 0.1 0.2	-- -- --	-- -- --	-- -- --	3086 60.4 99.8
75+	2024 4.6 100.0	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	-- -- --	2024 39.6 100.0

How to Read:

Most data sets have three rows:

- Row 1: total participation for that segment (i.e. 2.2 million sport x participants were 25-34 and in Double Income with No Kids households)
- Row 2: read vertically (i.e. 43.9% of participants from DINKS households were between the ages of 25-34)
- Row 3: read horizontally (i.e. 23.0% of the 9.5 million sport x participants between the ages of 25-34 were from DINKS households)

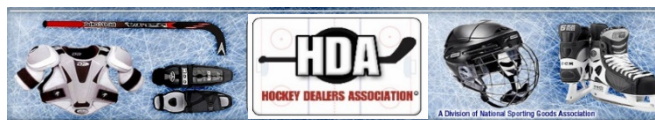


Lifestyle Demographics Detailed Tables

SEGMENT BY SPORT BY DEMOGRAPHICS - HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

	Total	Affluent Singles	Low/Mid Income Singles	Dinks	Working Parents	Single Parents	Affluent Families	Low/Mid Income Families	Affluent Empty Nesters	Low/Mid Empty Nesters	Age 65+
Total Participants	3300	156	411	281	836	720	463	270	137	27	--
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	--
	100.0	4.7	12.5	8.5	25.3	21.8	14.0	8.2	4.1	0.8	--
Gender											
Male	2558	133	411	241	617	468	394	183	89	22	--
	77.5	85.3	100.0	85.8	73.8	65.0	85.1	67.8	65.1	81.0	--
	100.0	5.2	16.1	9.4	24.1	18.3	15.4	7.2	3.5	0.9	--
Female	742	23	--	40	219	252	69	87	48	5	--
	22.5	14.7	--	14.2	26.2	35.0	14.9	32.2	34.9	19.0	--
	100.0	3.1	--	5.4	29.5	33.9	9.3	11.7	6.4	0.7	--
Age											
7-11	508	--	--	--	217	143	68	81	--	--	--
	15.4	--	--	--	25.9	19.8	14.6	29.9	--	--	--
	100.0	--	--	--	42.7	28.1	13.3	15.9	--	--	--
12-17	673	--	--	--	239	164	188	82	--	--	--
	20.4	--	--	--	28.6	22.8	40.5	30.4	--	--	--
	100.0	--	--	--	35.5	24.4	27.9	12.2	--	--	--
18-24	503	--	20	166	115	109	84	9	--	--	--
	15.2	--	4.8	59.0	13.8	15.1	18.2	3.3	--	--	--
	100.0	--	3.9	32.9	22.9	21.7	16.7	1.7	--	--	--
25-34	785	156	230	95	81	153	37	33	--	--	--
	23.8	100.0	55.9	33.8	9.7	21.3	8.0	12.3	--	--	--
	100.0	19.8	29.3	12.1	10.3	19.5	4.7	4.2	--	--	--
35-44	433	--	95	20	162	91	30	36	--	--	--
	13.1	--	23.0	7.2	19.4	12.6	6.4	13.2	--	--	--
	100.0	--	21.8	4.7	37.4	21.0	6.9	8.2	--	--	--
45-54	172	--	--	--	20	48	28	29	25	22	--
	5.2	--	--	--	2.4	6.6	6.1	10.9	18.4	81.0	--
	100.0	--	--	--	11.4	27.8	16.4	17.1	14.7	12.7	--
55-64	227	--	67	--	2	12	29	--	112	5	--
	6.9	--	16.3	--	0.2	1.7	6.2	--	81.6	19.0	--
	100.0	--	29.5	--	0.8	5.5	12.7	--	49.2	2.2	--
65-74	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--	--	--
75+	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--	--	--
	--	--	--	--	--	--	--	--	--	--	--



Lifestyle Demographics Detailed Tables

SEGMENT BY SPORT BY DEMOGRAPHICS - HOCKEY (ICE)

NSGA Sports Participation January-December 2019 (presented in '000)

	Total	Affluent Singles	Low/Mid Income Singles	Dinks	Working Parents	Single Parents	Affluent Families	Low/Mid Income Families	Affluent Empty Nesters	Low/Mid Empty Nesters	Age 65+
Region											
New England	307	--	81	--	88	47	36	35	14	5	--
	9.3	--	19.8	--	10.5	6.5	7.9	13.0	10.6	19.0	--
	100.0	--	26.5	--	28.5	15.3	11.9	11.5	4.7	1.7	--
Middle Atlantic	529	--	162	105	142	61	22	8	30	--	--
	16.0	--	39.4	37.3	16.9	8.4	4.7	3.1	22.3	--	--
	100.0	--	30.6	19.8	26.8	11.5	4.1	1.6	5.8	--	--
East North Central	369	--	--	72	60	92	24	62	59	--	--
	11.2	--	--	25.7	7.2	12.8	5.1	23.1	42.8	--	--
	100.0	--	--	19.6	16.2	24.9	6.5	16.9	15.9	--	--
West North Central	491	--	--	43	246	111	79	13	--	--	--
	14.9	--	--	15.3	29.4	15.4	17.0	4.9	--	--	--
	100.0	--	--	8.8	50.0	22.5	16.0	2.7	--	--	--
South Atlantic	578	--	90	55	56	230	76	15	33	22	--
	17.5	--	22.0	19.6	6.7	31.9	16.4	5.7	24.3	81.0	--
	100.0	--	15.6	9.5	9.7	39.8	13.2	2.7	5.7	3.8	--
East South Central	176	133	--	--	--	17	--	27	--	--	--
	5.3	85.3	--	--	--	2.4	--	9.9	--	--	--
	100.0	75.2	--	--	--	9.7	--	15.1	--	--	--
West South Central	195	--	67	--	49	80	--	--	--	--	--
	5.9	--	16.3	--	5.9	11.0	--	--	--	--	--
	100.0	--	34.2	--	25.1	40.7	--	--	--	--	--
Mountain	215	--	--	--	48	--	132	35	--	--	--
	6.5	--	--	--	5.8	--	28.6	12.8	--	--	--
	100.0	--	--	--	22.4	--	61.5	16.1	--	--	--
Pacific	439	23	11	6	148	83	94	74	--	--	--
	13.3	14.7	2.6	2.1	17.7	11.5	20.4	27.5	--	--	--
	100.0	5.2	2.5	1.3	33.7	18.9	21.5	16.9	--	--	--
Metro Market Size											
Non-Cbsa/CSA < 100K	265	--	--	20	104	70	5	49	17	--	--
	8.0	--	--	7.2	12.4	9.8	1.1	18.1	12.3	--	--
	100.0	--	--	7.6	39.1	26.6	1.9	18.5	6.4	--	--
100K-499K	544	23	52	34	163	83	108	39	42	--	--
	16.5	14.7	12.8	12.2	19.5	11.5	23.2	14.5	30.5	--	--
	100.0	4.2	9.6	6.3	30.0	15.3	19.8	7.2	7.7	--	--
500K-1.9M	677	133	6	39	125	138	111	84	14	27	--
	20.5	85.3	1.6	13.8	15.0	19.1	23.9	31.3	10.6	100.0	--
	100.0	19.6	0.9	5.7	18.5	20.4	16.3	12.5	2.1	4.0	--
2M and Over	1814	--	352	188	444	429	240	97	64	--	--
	55.0	--	85.7	66.8	53.1	59.6	51.8	36.1	46.6	--	--
	100.0	--	19.4	10.3	24.5	23.6	13.2	5.4	3.5	--	--

