



SFIA Member Benefit Research Reports

Annually, SFIA publishes a series of reports on various aspects of the sporting goods & fitness industries – ranging from participation trends to the industry's marketplace.

THESE REPORTS ARE ALL FREE TO SFIA MEMBERS, EXCEPT FOR SINGLE SPORT & FITNESS REPORTS

These reports (and more) can be ordered at www.sfia.org/reports.

For more information about our SFIA research, contact Alex Kerman at 301.495.6323 or akerman@sfia.org.



Topline Participation Report

\$349

Member Price: FREE

This SFIA Participation Report covers 121 different sports and activities each year with a mega sample size of 20,069 Americans, ages 6 and older. This is the industry's essential reference document for sports and fitness participation.

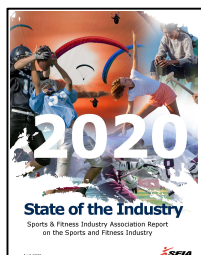


Manufacturers' Sales by Category Report

\$245

Member Price: FREE

If there is a specific market you are trying to analyze, to see where your windows of opportunity are, this report is your solution. This annual report provides a topline look at wholesale dollar sales data of the major categories that make up the sports & fitness industry.



State of the Industry Report

\$649

Member Price: FREE

Our State of the Industry Report is a comprehensive analysis of the sports and fitness industry. This report provides an in-depth analysis of the trends and issues affecting the sports and fitness industry, including participation, economy and industry environment.



Tracking the Fitness Movement Report

\$600

Member Price: FREE

The Tracking the Fitness Movement Report is America's premier report dedicated to fitness trends and insights. This report takes a closer look at specific fitness trends, in terms of participation habits in America's fast-moving fitness industry.



U.S. Trends in Team Sports Report

\$600

Member Price: FREE

Our U.S. Trends in Team Sports Report is the ultimate report on the state of team sports, a part of the American landscape. This report looks at participation and market trends within this sector of the industry.



Single Study Sport & Fitness Reports

**\$295
Each**

Member Price: \$99

These individual reports, focused on 90 various sports and fitness activities, are designed to look deep into participation trends for each activity, with detailed demographic profiles by gender, participation frequency and cross-sport/fitness activity participation.