

# **SPORTS PARTICIPATION IN 1999 SCUBA & SNORKELING**

**a statistical study of scuba (open water) & snorkeling  
participation**

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Prepared for the

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## I. INTRODUCTION

"Sports Participation in 1999 : Scuba and Snorkeling" reports the number of participants in scuba (open water) and snorkeling.

## II. METHODOLOGY

This report is derived from the annual "Series II" sports participation study conducted by the National Sporting Goods Association. "Sports Participation in 1999: Series II" surveys 30 sports annually.

The report is designed to measure the number of individuals seven years of age or older who participated in a number of different dart throwing sports within the previous year. It measures the annual number of participants in each sport, the frequency of participation (number of days of participation per year), the total days of participation, and the average (mean) number of days of participation.

### A. Sampling

For "Sports Participation in 1999: Scuba & Snorkeling", a mail panel resource of more than 300,000 pre-recruited households was used. The panel was balanced on a number of characteristics determined to be key indicators of general purchase behavior, including household size and composition, household income, age of household head, socio-economic status of the household, and region and market size. The sample was balanced to oversample lower "return rate" segments, and thereby yield a return sample which is correctly representative of the continental United States based upon these characteristics.

### B. Questionnaire

The questionnaire asked the male and female heads of household and up to two other household members who were at least seven years of age to indicate their age, sports in which they participated in 1999, and the number of days of participation in 1999.

In order to reduce bias effect that is possible from the order in which the sports were listed, the list were given in alphabetic order to half of the households, and in reverse-alphabetic order to the remaining half of the households.

For the 1999 survey, self-administered questionnaires were mailed to 20,000 households, surveying up to four members per household. The response rate was 63%, yielding a final sample of 21,138 individuals for 1999.

### **C. Returns**

The sample returns were projected using a two-step process. The first step ensured that the sample returns were correctly representative of the continental United States in terms of state of residence and market size. This was accomplished through the use of a 48-cell weighting matrix defined for both state and MSA market size.

The second step projected the weighted returns to be representative of participation in the entire continental United States. The projection matrix was defined for:

- household size
- gender of household head for single member households
- household head age for each household size segment
- household income for each household head age segment  
region

## **III. STATISTICAL NOTES**

It is important to note that in basing estimates of a population on a sample drawn from that population, a degree of sampling error is possible. While a number of biases can affect the extent of sampling error, it is to a great degree dependent on the size of the sample. The larger the sample, the more closely the estimate represents the total population.

Sampling error also effects samples of the same size. A sample drawn from a population will result in an estimate for a characteristic of the population, the proportion of snorkeling participants, for example. If another sample were drawn, it would be likely to include different members of the population. This would yield a slightly different estimate of the proportion of snorkeling participants.

To allow judgments and decisions to be made with confidence when using samples, we can determine a confidence interval for the estimate.

A confidence interval is simply a range. A 95% confidence interval for the proportion of Alpine skiers in the population is a range in which the estimates for the proportion of snorkeling participants would fall 95% of the time, were the study to be done repeatedly. Thus, if we were to estimate the proportion of snorkeling participants in the United States using 100 similar studies, 95 of those studies would yield an estimate within the 95% confidence interval.

The confidence interval for the measurement of the proportion of participants in each sport does not exceed +/-1.0%.

## **IV. DATA INDICATED IN THE REPORTS**

### **A. Participants**

A participant is defined as an individual seven years of age or older who participates in a sport more than once within a year.

### **B. In This Report**

The "Scuba & Snorkeling" report included geographic controls in both the sampling methodology and in the projection system. These controls are based upon the nine census regions, state and market size.

### **C. How to Read the Data**

The data for individual activities are percentaged both horizontally and vertically. The data, therefore, include three numbers. The first (top) indicates participants in thousands. The second (middle) is the horizontal percentage. The third (bottom) is the vertical percentage.

In the following example:

- Snorkeling participants numbered 6,330,000 for "TOTAL RESPONDENTS IN 1999"
- 3,385,000 of these were "MALE," representing 53.5% of participants (the horizontal percent).
- 1,472,000 of all snorkeling participants were "FREQUENT" participants, representing 23.3% of participants (the vertical percent).
- 780,000 of all snorkeling participants were "MALE" and were "FREQUENT" participants. This represents 53.0% of all "FREQUENT" participants (the horizontal percent) and 23.0% of all "MALE" participants (the vertical percent).

#### **D. Indexed Participation**

In the State-by-State section, an index of participation is shown, relating state participation proportions to state population proportions. It is calculated by dividing the proportion of participants residing within a state by the proportion of the total U.S. population residing within the state and multiplying by 100. For example, if 6% of all participants in a sport live in a state that represents 3% of the national population, that state's index of participation would be 200 (6 divided by 3, times 100). This implies that the population of that state is twice as likely to participate in that sport as the national population

**EXAMPLE**

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	MALE										MALE HEAD EDUCATION							
		TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	COLLEGE GRAD					
<b>SMOKING</b>																			
<b>TOTAL RESPONDENTS IN 1999</b>	6330	3385	251	341	378	811	785	555	194	61	10	195	2568	2357					
<b>FREQUENT (10+ DAYS)</b>	100.0	53.5	4.0	5.4	6.0	12.8	12.4	8.8	3.1	1.0	.2	3.1	40.6	37.2					
<b>OCCASIONAL (3-9 DAYS)</b>	100.0	78.0	65	54	151	163	104	160	64	19	10	69	694	434					
<b>INFREQUENT (2 DAYS)</b>	100.0	53.0	4.4	3.7	10.3	11.1	7.1	10.9	4.3	1.3	1.3	4.7	47.2	29.5					
<b>MEAN NUMBER OF DAYS</b>	23.3	23.0	25.9	15.8	40.0	20.1	13.3	28.8	33.0	31.3	31.3	35.5	27.0	18.4					
	3160	1706	154	196	183	390	406	289	72	16	10	63	1259	1209					
	100.0	54.0	4.9	6.2	5.8	12.4	12.8	9.1	2.3	.5	.6	2.0	39.8	38.3					
	49.9	50.4	61.2	57.6	48.3	48.1	51.7	52.1	37.1	27.0	27.0	32.4	49.0	51.3					
	1698	899	32	91	44	258	275	106	58	25	10	62	614	714					
	100.0	53.0	1.9	5.3	2.6	15.2	16.2	6.3	3.4	1.5	.6	3.7	36.2	42.0					
	26.8	26.6	12.9	26.6	11.7	31.8	35.0	19.2	29.9	41.8	100.0	32.1	23.9	30.3					
	6.4	6.4	8.9	6.4	8.0	5.9	5.0	6.7	6.5	8.3	2.0	11.1	6.7	5.4					
<b>PARTICIPATION IN 1999</b>																			
<b>DAYS OF PARTICIPATION (IN TEN THOUSANDS)</b>	4072	2165	224	217	304	476	394	372	125	50	2	217	1724	1270					
	100.0	53.2	5.5	5.3	7.5	11.7	9.7	9.1	3.1	1.2		5.3	42.3	31.2					
<b>1 DAY ONLY IN 1999</b>	2786	1386	92	131	137	408	269	244	73	33			1118	935					
	100.0	49.8	3.3	4.7	4.9	14.6	9.6	8.8	2.6	1.2			40.1	33.6					

## **V. SPORT SUMMARY**

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	SEX		AGE										AGE & PRES. OF CHILDREN	
	MALE	FEMALE	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	UNDER 18	NONE UNDER 18	
TOTAL	245409	119265	126145	20184	23443	25708	37876	44662	35718	23378	18188	16253	119623	125786
	100.0	48.6	51.4	8.2	9.6	10.5	15.4	18.2	14.6	9.5	7.4	6.6	48.7	51.3
	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
SPORTS PARTICIPATED IN:														
SCUBA (OPEN WATER)	2321	1526	795	35	169	339	858	399	347	109	50	14	858	1453
	100.0	65.8	34.2	1.5	7.3	14.6	37.0	17.2	15.0	4.7	2.2	.6	37.4	62.6
	.9	1.3	.6	.2	.7	1.3	2.3	.9	1.0	.5	.3	.1	.7	1.2
SNORKELING	6330	3385	2945	424	753	786	1453	1476	906	378	119	34	3087	3243
	100.0	53.5	46.5	6.7	11.9	12.4	23.0	23.3	14.3	6.0	1.9	.5	48.8	51.2
	2.6	2.8	2.3	2.1	3.2	3.1	3.8	3.3	2.5	1.6	.7	.2	2.6	2.6

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	MALE										MALE HEAD EDUCATION		
		TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	HS COLLEGE GRAD
TOTAL	245409	119265	10337	12024	13062	18870	22185	17447	11150	8172	6018	21226	106658	57282
	100.0	48.6	4.2	4.9	5.3	7.7	9.0	7.1	4.5	3.3	2.5	8.6	43.5	23.3
	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
SPORTS PARTICIPATED IN:														
SCUBA (OPEN WATER)	2321	1526	35	110	213	532	256	250	91	25	14	63	945	731
	100.0	65.8	1.5	4.7	9.2	22.9	11.0	10.8	3.9	1.1	.6	2.7	40.7	31.5
	.9	1.3	.3	.9	1.6	2.8	1.2	1.4	.8	.3	.2	.3	.9	1.3
SNORKELING	6330	3385	251	341	378	811	785	555	194	61	10	195	2568	2357
	100.0	53.5	4.0	5.4	6.0	12.8	12.4	8.8	3.1	1.0	.2	3.1	40.6	37.2
	2.6	2.8	2.4	2.8	2.9	4.3	3.5	3.2	1.7	.7	.2	.9	2.4	4.1

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	FEMALE										FEMALE HEAD EDUCATION			
	TOTAL	TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	HS GRAD
TOTAL	245409	126145	9847	11419	12646	19006	22477	18271	12228	10016	10235	15078	133255	67532
	100.0	51.4	4.0	4.7	5.2	7.7	9.2	7.4	5.0	4.1	4.2	6.1	54.3	27.5
	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
SPORTS PARTICIPATED IN:														
SCUBA (OPEN WATER)	2321	795		59	126	326	143	98	18	25		50	731	953
	100.0	34.2		2.5	5.4	14.0	6.2	4.2	.8	1.1		2.1	31.5	41.1
	.9	.6		.5	1.0	1.7	.6	.3	.1	.3		.3	.5	1.4
SNORKELING	6330	2945	173	413	408	642	691	351	185	58	24	60	2503	2742
	100.0	46.5	2.7	6.5	6.4	10.1	10.9	5.5	2.9	.9	.4	.9	39.5	43.3
	2.6	2.3	1.8	3.6	3.2	3.4	3.1	1.9	1.5	.6	.2	.4	1.9	4.1

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	HOUSEHOLD INCOME										MARKET SIZE (000)					
		UNDER \$13000	\$15000-\$24999	\$25000-\$34999	\$35000-\$49999	\$50000-\$74999	\$75000 PLUS	NON-MSA	50-499	500-999	1000-2499	2500+	50-499	500-999	1000-2499	2500+	
TOTAL	245409	34313	31006	33622	44995	50048	51426	50700	53491	24762	56026	60431	100.0	100.0	100.0	100.0	
SPORTS PARTICIPATED IN:																	
SCUBA (OPEN WATER)	2321	146	225	138	395	547	869	346	454	318	561	643	100.0	100.0	100.0	100.0	
	100.0	6.3	9.7	5.9	17.0	23.6	37.4	14.9	19.5	13.7	24.2	27.7	1.1	1.1	1.1	1.1	
	.9	.4	.7	.4	.9	1.1	1.7	.7	.8	1.3	1.0	1.1	1.0	1.0	1.0	1.1	
SNORKELING	6330	340	335	333	806	1238	3277	885	1162	443	1877	1963	100.0	100.0	100.0	100.0	
	100.0	5.4	5.3	5.3	12.7	19.6	51.8	14.0	18.4	7.0	29.7	31.0	1.0	1.0	1.0	1.0	
	2.6	1.0	1.1	1.0	1.8	2.5	6.4	1.7	2.2	1.8	3.3	3.2	1.0	1.0	1.0	1.0	

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

TOTAL	CENSUS REGIONS										
	NEW ENGL.	MID-ATLANTIC	EAST NORTH CENTRL.	WEST NORTH CENTRL.	SOUTH ATLANTIC	EAST SOUTH CENTRL.	WEST SOUTH CENTRL.	MOUN-TAIN	PA-CIFIC	AFRO-AMR.	HISPANIC
245409	12736	35096	39924	17673	44362	15041	27088	16493	36997	11119	18065
100.0	5.2	14.3	16.3	7.2	18.1	6.1	11.0	6.7	15.1	4.5	7.4
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

SPORTS PARTICIPATED IN:

SCUBA (OPEN WATER)	SNORKELING
2321	6330
100.0	100.0
.9	2.6

## **VI. PARTICIPATION CORRELATION**

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	SCUBA (OPEN WATER)	SNORKELING
TOTAL	245409	2321	6330
	100.0	.9	2.6
	100.0	100.0	100.0
SPORTS PARTICIPATED IN:			
-----			
SCUBA (OPEN WATER)	2321	2321	1014
	100.0	100.0	43.7
	.9	100.0	16.0
SNORKELING	6330	1014	6330
	100.0	16.0	100.0
	2.6	43.7	100.0

## **VII. INDIVIDUAL SPORTS TABLES**

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SCUBA (OPEN WATER) -----

	MALE										MALE HEAD EDUCATION		
	TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	COLLEGE GRAD

TOTAL RESPONDENTS IN 1999	2321	1526	35	110	213	532	256	250	91	25	14	63	945	731
FREQUNT (10+ DAYS)	100.0	65.8	1.5	4.7	9.2	22.9	11.0	10.8	3.9	1.1	.6	2.7	40.7	31.5
OCCASIONAL (4-9 DAYS)	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
INFREQUNT (2-3 DAYS)	988	733	17	71	72	239	165	91	54	11	14	35	489	303
MEAN NUMBER OF DAYS	100.0	74.2	1.7	7.2	7.3	24.2	16.8	9.2	5.4	1.1	1.4	3.5	49.5	30.7
	580	464	19	10	100	191	51	62	18	14	28	277	212	216
	100.0	61.7	2.5	1.3	13.3	25.4	6.8	8.3	2.3	1.9	3.8	36.8	28.1	37.2
	25.0	30.4	52.3	8.9	46.9	35.9	19.9	24.9	19.3	56.6	45.2	29.3	29.0	29.5
	11.8	13.1	12.7	20.4	13.4	11.9	16.0	9.2	12.4	13.7	21.0	14.0	13.4	9.7

-----

PARTICIPATION IN 1999														
DAYS OF PARTICIPATION (IN TEN THOUSANDS)														
1 DAY ONLY IN 1999														
	2735	2001	45	223	285	634	409	229	112	34	30	88	1263	711
	100.0	73.2	1.6	8.2	10.4	23.2	14.9	8.4	4.1	1.2	1.1	3.2	46.2	26.0
	923	546	12	46	130	177	83	64	34	7.0	3.6	352	319	34.5
	100.0	59.1	1.3	5.0	14.1	19.2	8.9	7.0	3.6	7.0	3.6	38.1	34.5	34.5

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	FEMALE										FEMALE HEAD EDUCATION		
		TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	COLLEGE GRAD

SCUBA (OPEN WATER)	2321	795	59	126	326	143	98	18	25	50	731	953
TOTAL RESPONDENTS IN 1999	100.0	34.2	2.5	5.4	14.0	6.2	4.2	.8	1.1	2.1	31.5	41.1
FREQUENT (10+ DAYS)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OCCASIONAL (4-9 DAYS)	988	255	15	26	116	51	45	7	17	35	288	362
INFREQUENT (2-3 DAYS)	100.0	38.3	4.3	5.9	18.7	2.0	4.1	1.0	2.3	3.5	29.2	36.7
MEAN NUMBER OF DAYS	11.8	9.2	11.0	4.8	10.8	10.4	9.2	4.2	4.7	15	189	275

PARTICIPATION IN 1999													
DAYS OF PARTICIPATION (IN TEN THOUSANDS)													
1 DAY ONLY IN 1999	2735	734	65	60	351	148	91	8	12	76	807	1041	
	100.0	26.8	2.4	2.2	12.8	5.4	3.3	.3	.4	2.8	29.5	38.1	

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SCUBA (OPEN WATER)	HOUSEHOLD INCOME										MARKET SIZE (000)				
	UNDER \$15000	\$15000-\$24999	\$25000-\$34999	\$35000-\$49999	\$50000-\$74999	\$75000 PLUS	NON-MSA	50-499	500-999	1000-2499	2500+				

TOTAL RESPONDENTS IN 1999	2321	146	225	138	395	547	869	346	454	318	561	643			
FREQUENT (10+ DAYS)	100.0	6.3	9.7	5.9	17.0	23.6	37.4	14.9	19.5	13.7	24.2	27.7	100.0		
OCCASIONAL (4-9 DAYS)	988	49	157	98	187	162	335	151	205	178	263	191			
INFREQUENT (2-3 DAYS)	100.0	12.2	6.5	4.0	18.1	16.4	33.9	15.3	20.8	18.0	26.7	19.3	100.0		
MEAN NUMBER OF DAYS	11.8	10.3	8.9	22.2	16.0	6.8	10.4	12.5	10.7	21.0	10.0	9.3			

PARTICIPATION IN 1999															
DAYS OF PARTICIPATION (IN TEN THOUSANDS)															
1 DAY ONLY IN 1999															
	2735	150	367	306	632	372	907	431	484	666	558	596			
	100.0	5.5	13.4	11.2	23.1	13.6	33.2	15.8	17.7	24.4	20.4	21.8			
	923	58	39	160	79	196	392	134	98	112	282	298			
	100.0	6.3	4.2	17.3	8.5	21.2	42.5	14.5	10.6	12.1	30.5	32.2			

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

CENSUS REGIONS

SCUBA (OPEN WATER)	TOTAL	CENSUS REGIONS									
		NEW ENGL.	MID-ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATLANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN	PACIFIC	AFRO-AMER

TOTAL RESPONDENTS IN 1999	2321	115	315	313	115	707	103	173	178	301	100	146
FREQUENT (10+ DAYS)	100.0	5.0	13.6	13.5	5.0	30.5	4.5	7.5	7.7	13.0	4.3	6.3
OCCASIONAL (4-9 DAYS)	100.0	9	112	93	59	318	81	114	7.4	127	2.3	2.7
INFREQUENT (2-3 DAYS)	100.0	7.6	35.6	29.7	6.0	45.0	78.5	65.9	41.8	42.4	23.5	18.8
MEAN NUMBER OF DAYS	11.8	6.0	9.3	8.1	10.9	15.5	12.2	16.9	8.7	11.0	6.6	6.6

PARTICIPATION IN 1999	2735	69	292	253	125	1094	126	293	155	329	65	96
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	100.0	2.5	10.7	9.2	4.6	40.0	4.6	10.7	5.7	12.0	2.4	3.5
1 DAY ONLY IN 1999	923	64	152	145	93	101	58	135	63	113	4.9	4.9
	100.0	6.9	16.5	15.7	10.1	10.9	6.2	14.6	6.8	12.3		

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SNORKELING	TOTAL RESPONDENTS IN 1999	MALE										MALE HEAD EDUCATION		
		TOTAL	7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+	NOT HS GRAD	HS GRAD	COLLEGE GRAD

FREQUENT (10+ DAYS)	6330	3385	251	341	378	811	785	555	194	61	10	195	2568	2357
OCCASIONAL (3-9 DAYS)	100.0	53.5	4.0	5.4	6.0	12.8	12.4	8.8	3.1	1.0	.2	3.1	40.6	37.2
INFREQUENT (2 DAYS)	1472	780	65	54	151	163	104	160	64	19	69	694	434	
MEAN NUMBER OF DAYS	100.0	23.0	25.9	3.7	10.3	11.1	7.1	10.9	4.3	1.3	1.3	4.7	47.2	29.5
	23.3	23.0	25.9	15.8	40.0	20.1	13.3	28.8	33.0	31.3	35.5	27.0	18.4	
	3160	1706	154	196	183	390	406	289	72	16	63	1259	1209	
	100.0	54.0	4.9	6.2	5.8	12.4	12.8	9.1	2.3	1.5	2.0	39.8	38.3	
	49.9	50.4	61.2	57.6	48.3	48.1	51.7	52.1	37.1	27.0	32.4	49.0	51.3	
	1698	899	32	91	44	258	275	106	58	25	62	614	714	
	100.0	53.0	1.9	5.3	2.6	15.2	16.2	6.3	3.4	1.5	1.0	36.2	42.0	
	26.8	26.6	12.9	26.6	11.7	31.8	35.0	19.2	29.9	41.8	100.0	23.9	30.3	
	6.4	6.4	8.9	6.4	8.0	5.9	5.0	6.7	6.5	8.3	2.0	11.1	5.4	

PARTICIPATION IN 1999	DAYS OF PARTICIPATION (IN TEN THOUSANDS)	1 DAY ONLY IN 1999
4072	2165	2786
100.0	53.2	100.0
224	5.5	92
217	5.3	131
304	7.5	137
476	11.7	408
394	9.7	269
372	9.1	244
125	3.1	73
50	1.2	33
2		
217	5.3	1118
1724	42.3	40.1
1270	31.2	935



NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SMOKKELING	TOTAL	HOUSEHOLD INCOME										MARKET SIZE (000)				
		UNDER \$15000	\$15000-\$24999	\$25000-\$34999	\$35000-\$49999	\$50000-\$74999	\$75000 PLUS	NON-MSA	50-499	500-999	1000-2499	2500+				

TOTAL RESPONDENTS IN 1999	6330	340	335	333	806	1238	3277	885	1162	443	1877	1963
FREQUENT (10+ DAYS)	100.0	5.4	5.3	5.3	12.7	19.6	51.8	14.0	18.4	7.0	29.7	31.0
OCCASIONAL (3-9 DAYS)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INFREQUENT (2 DAYS)	1472	182	129	98	223	209	631	312	290	85	411	374
MEAN NUMBER OF DAYS	100.0	12.3	8.8	6.7	15.1	14.2	42.9	21.2	19.7	5.8	27.9	25.4
	23.3	53.3	38.5	29.6	27.6	16.9	19.3	35.2	24.9	19.2	21.9	19.0
	3160	138	101	177	460	654	1631	410	622	304	1040	785
	100.0	4.4	3.2	5.6	14.5	20.7	51.6	13.0	19.7	9.6	32.9	24.8
	49.9	40.4	30.2	53.3	57.0	52.8	49.8	46.3	53.5	68.6	55.4	40.0
	1698	21	105	57	124	376	1015	164	250	54	426	804
	100.0	1.3	6.2	3.3	7.3	22.1	59.8	9.6	14.7	3.2	25.1	47.4
	26.8	6.3	31.4	17.1	15.4	30.3	31.0	18.5	21.5	12.2	22.7	41.0
	6.4	12.4	8.2	10.0	8.2	5.0	5.4	8.0	7.1	5.8	6.1	5.8

PARTICIPATION IN 1999		HOUSEHOLD INCOME										MARKET SIZE (000)				
DAYS OF PARTICIPATION (IN TEN THOUSANDS)		UNDER \$15000	\$15000-\$24999	\$25000-\$34999	\$35000-\$49999	\$50000-\$74999	\$75000 PLUS	NON-MSA	50-499	500-999	1000-2499	2500+				

1 DAY ONLY IN 1999	2786	137	174	282	367	727	1099	423	508	283	825	748
	100.0	4.9	6.2	10.1	13.2	26.1	39.4	15.2	18.2	10.1	29.6	26.8
	4072	421	274	332	658	617	1770	709	825	257	1136	1147
	100.0	10.3	6.7	8.2	16.2	15.2	43.5	17.4	20.3	6.3	27.9	28.2

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

CENSUS REGIONS

SNORKELING	TOTAL	CENSUS REGIONS									
		NEW ENG.	MID- AT- LANTIC	EAST NORTH CENTRL	WEST NORTH CENTRL	SOUTH AT- LANTIC	EAST SOUTH CENTRL	WEST SOUTH CENTRL	MOUN- TAIN	PA- CIFIC	AFRO- AMER

TOTAL RESPONDENTS IN 1999	6330	334	925	931	284	1453	244	414	508	1238	159	469
FREQUENT (10+ DAYS)	100.0	5.3	14.6	14.7	4.5	22.9	3.8	6.5	8.0	19.6	2.5	7.4
OCCASIONAL (3-9 DAYS)	1472	64	160	118	88	392	142	42	136	330	45	156
INFREQUENT (2 DAYS)	100.0	4.4	10.9	8.0	5.9	26.6	9.6	2.8	9.2	22.4	3.1	10.6
MEAN NUMBER OF DAYS	23.3	19.3	17.3	12.7	30.8	27.0	58.2	10.1	26.8	26.7	28.2	33.3
	3160	195	548	513	106	754	80	250	177	538	76	203
	100.0	6.2	17.4	16.2	3.3	23.9	2.5	7.9	5.6	17.0	2.4	6.4
	49.9	58.4	59.3	55.1	37.3	51.9	32.7	60.3	34.8	43.5	47.5	43.2
	1698	75	217	301	90	306	22	122	195	370	39	110
	100.0	4.4	12.8	17.7	5.3	18.0	1.3	7.2	11.5	21.8	2.3	6.5
	26.8	22.3	23.4	32.3	31.9	21.1	9.1	29.6	38.4	29.9	24.3	23.5
	6.4	5.9	5.5	5.1	7.4	6.9	11.7	4.3	6.4	7.2	6.2	8.3

PARTICIPATION IN 1999

DAYS OF PARTICIPATION (IN TEN THOUSANDS)	4072	197	508	477	209	1002	286	177	327	889	99	389
1 DAY ONLY IN 1999	100.0	4.8	12.5	11.7	5.1	24.6	7.0	4.4	8.0	21.8	2.4	9.5
	2786	174	436	473	218	445	143	449	138	312	66	264
	100.0	6.2	15.6	17.0	7.8	16.0	5.1	16.1	4.9	11.2	2.4	9.5

## **VIII. INDIVIDUAL SPORTS - STATE BY STATE**

NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SCUBA (OPEN WATER)

	TOTAL	AL	AZ	AR	CA	CO	CT	DE	FL	GA	ID	IL
TOTAL RESPONDENTS IN 1999	2321	12	76	10	301	7	14	432	104	24	106	
FREQUENT (10+ DAYS)	100.0	5	3.3	.4	13.0	.3	.6	18.6	4.5	1.0	4.6	
OCCASIONAL (4-9 DAYS)	988	12	64	10	127	7	14	253	12	11	55	
INFREQUENT (2-3 DAYS)	100.0	1.2	8.5	1.0	12.9	.7	.9	25.6	1.3	1.1	5.6	
MEAN NUMBER OF DAYS	11.8	12.0	5.4	40.0	11.0	20.0	7.0	20.0	6.0	7.2	11.2	

PARTICIPATION IN 1999												
-----												
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	2735	15	41	40	329	13	10	864	63	17	118	
INDEX OF PARTICIPATION	100	33	182	43	112	19	51	316	161	207	104	

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

----- IN IA KS KY LA ME MD MA MI MN MS MO MT  
 \*2.2 \*1.1 \*1.1 \*1.5 \*1.6 \*0.5 \*1.9 \*2.3 \*3.6 \*1.8 \*1.0 \*2.1 \*0.3  
 -----

SCUBA (OPEN WATER)  
 -----  
 TOTAL RESPONDENTS IN 1999 38 100.0 9 22 86 35 61 40 69 35 71  
 FREQUENT (10+ DAYS) 1.6 100.0 .4 1.0 3.7 1.5 2.6 1.7 3.0 1.5 3.1  
 OCCASIONAL (4-9 DAYS) 8 21.2 8 22 63 9 100.0 100.0 19 10 49  
 IMPREQUENT (2-3 DAYS) 30 78.8 4.0 22 23 26 34 30 15 19 10  
 4.0 3.1 3.5 4.0 2.0 4.5 4.0 2.0 2.0 2.5 1.4  
 78.8 27.0 74.7 56.1 74.2 21.5 54.2 14.7  
 MEAN NUMBER OF DAYS 7.1 2.0 2.0 21.8 10.3 3.9 4.4 7.4 6.3 14.3

----- PARTICIPATION IN 1999 -----  
 DAYS OF PARTICIPATION (IN TEN THOUSANDS) 27 1.0 2 4 187 36 24 18 52 22 102  
 1.0 1.0 .1 .2 6.8 1.3 .9 .6 1.9 .8 3.7  
 INDEX OF PARTICIPATION 74 36 64 231 301 137 76 83 83 146

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SCUBA (OPEN WATER)		NE	NV	NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI
TOTAL RESPONDENTS IN 1999		*0.6	*0.7	*0.4	*2.9	*0.6	*6.8	*2.8	*0.3	*4.3	*1.3	*1.3	*4.5	*0.4
FREQUENT (10+ DAYS)	14				92	28	171	34		88	9		51	26
	.6				4.0	1.2	7.4	1.5		3.8	.4		2.2	1.1
	100.0				100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0
OCCASIONAL (4-9 DAYS)					71	28	41	10						
	7.2				7.2	2.8	4.2	1.0						
	77.0				77.0	100.0	23.9	30.1						
INFREQUENT (2-3 DAYS)	14				21		57	24		60	9		15	26
	2.5				3.7		7.6	4.1		8.0	1.2		2.0	4.5
	100.0				23.0		33.3	69.9		68.2	100.0		29.9	100.0
MEAN NUMBER OF DAYS	2.0				15.7	12.3	7.7	7.4		4.5	6.0		3.0	2.0
PARTICIPATION IN 1999														
-----														
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	3				145	34	132	26		40	5		16	5
	.1				5.3	1.3	4.8	.9		1.5	.2		.6	.2
INDEX OF PARTICIPATION	88				137	200	109	53		89	29		49	280

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	SC *1.5	SD *0.3	TN *2.0	TX *7.1	UT *0.7	VT *0.2	VA *2.5	WA *2.2	WV *0.7	WI *2.0	WY *0.2
TOTAL RESPONDENTS IN 1999	59		69	69	29		17			11	
FREQUENT (10+ DAYS)	2.5		3.0	3.0	1.3		.7			.5	
	100.0		100.0	100.0	100.0		100.0			100.0	
OCCASIONAL (4-9 DAYS)	26		69	41	29		17			11	
	2.6		7.0	4.2	3.0		1.7			1.1	
	43.7		100.0	60.3	100.0		100.0			100.0	
INFREQUENT (2-3 DAYS)	33			27							
	5.7			4.7							
	56.3			39.7							
MEAN NUMBER OF DAYS	8.7		15.5	8.7	15.9		40.0			15.0	
PARTICIPATION IN 1999											
-----											
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	51		107	60	46		66			16	
	1.9		3.9	2.2	1.7		2.4			.6	
INDEX OF PARTICIPATION	170		148	42	180		29			24	

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	TOTAL	AL	AZ	AR	CA	CO	CT	DE	FL	GA	ID	IL
SNORRELING	100.0	*1.6	*1.8	*1.0	*11.6	*1.5	*1.2	*0.3	*5.9	*2.8	*0.5	*4.4
TOTAL RESPONDENTS IN 1999	6330	77	165	42	1125	79	100	9	589	317	70	365
FREQUENT (10+ DAYS)	100.0	1.2	2.6	.7	17.8	1.2	1.6	.1	9.3	5.0	1.1	5.8
OCCASIONAL (3-9 DAYS)	1472	18	40	42	330	13	39	100.0	210	12	43	57
INFREQUENT (2 DAYS)	100.0	23.0	2.7	2.8	22.4	.9	2.7	100.0	14.3	.8	2.9	3.9
MEAN NUMBER OF DAYS	3160	60	67	100.0	466	17.0	38.8	100.0	35.7	3.9	61.2	15.7
	100.0	1.9	2.1		14.7	3.8	3.7	9	256	201	27	155
	1698	77.0	40.6		41.4	83.0	36.7	6	8.1	63.5	42.4	4.9
	100.0	26.8	35.4		29.3	24.5	25	123	7.2	103	1.6	9.0
	26.8	7.8	6.3	10.0	7.5	3.4	9.3	2.0	20.9	32.6	38.8	41.9
	6.4	7.8	6.3	10.0	7.5	3.4	9.3	2.0	8.0	4.1	7.5	4.1
PARTICIPATION IN 1999												
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	4072	60	103	42	845	26	94	2	469	129	52	148
INDEX OF PARTICIPATION	100.0	1.5	2.5	1.0	20.7	.6	2.3	11.5	11.5	3.2	1.3	3.6
	100	76	145	66	153	83	132	49	158	179	221	131

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

SNORKELING

	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO	MT
	*2.2	*1.1	*1.1	*1.5	*1.6	*0.5	*1.9	*2.3	*3.6	*1.8	*1.0	*2.1	*0.3
TOTAL RESPONDENTS IN 1999	79	61	15	97	53	28	174	140	140	60	125	33	
FREQUENT (10+ DAYS)	1.2	1.0	.2	1.5	.8	.4	2.8	2.2	2.2	.9	2.0	2.0	.5
OCCASIONAL (3-9 DAYS)	7	38	100.0	67	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INFREQUENT (2 DAYS)	9.3	2.6		4.5	68.7		39	25	18	25	15	15	
MEAN NUMBER OF DAYS	5.8	11.7	2.0	13.2	4.3	4.3	7.7	5.0	6.8	6.3	6.5	6.1	

PARTICIPATION IN 1999													
DAYS OF PARTICIPATION (IN TEN THOUSANDS)													
INDEX OF PARTICIPATION	57	88	22	102	52	89	145	96	62	53	94	175	
	45	72	3	128	23	12	134	70	95	38	82	20	
	1.1	1.8	.1	3.1	.6	.3	3.3	1.7	2.3	.9	2.0	.5	

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	NE	NV	NH	NJ	NM	NY	NC	ND	OH	OK	OR	PA	RI
SNORKELING	*0.6	*0.7	*0.4	*2.9	*0.6	*6.8	*2.8	*0.3	*4.3	*1.3	*1.3	*4.5	*0.4
TOTAL RESPONDENTS IN 1999													
FREQUENT (10+ DAYS)	312	4.9	100.0	46	444	7.0	100.0	96	213	3.4	100.0	169	56
OCCASIONAL (3-9 DAYS)	37	2.5	11.8	37	98	6.7	22.1	30	19	1.3	8.8	25	30
INFREQUENT (2 DAYS)	202	6.4	64.6	46	271	8.6	61.0	57	159	5.0	74.6	76	30
MEAN NUMBER OF DAYS	74	4.3	23.6	4.4	75	4.4	16.9	9	36	2.1	16.7	68	26
PARTICIPATION IN 1999	4.1	4.1	4.1	4.4	6.3	6.3	6.7	4.7	4.7	4.7	4.7	5.9	2.8
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	128	3.1	3.1	20	280	6.9	1.6	64	101	2.5	100	16	16
INDEX OF PARTICIPATION	170	122	103	54	78	59	219	170	122	103	54	78	59

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NSGA SPORTS PARTICIPATION STUDY  
 JANUARY-DECEMBER 1999  
 (PRESENTED IN THOUSANDS)

	SC *1.5	SD *0.3	TN *2.0	TX *7.1	UT *0.7	VT *0.2	VA *2.5	WA *2.2	WV *0.7	WI *2.0	WY *0.2
TOTAL RESPONDENTS IN 1999	110	23	69	319	115	10	157	112		134	
FREQUENT (10+ DAYS)	1.7	100.4	1.1	5.0	1.8	.2	2.5	1.8		2.1	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	
OCCASIONAL (3-9 DAYS)	41	9	57	57	40		59			17	
	2.8	.6	3.9	3.9	2.7		4.0			1.2	
	37.7	41.8	82.7	82.7	35.0		37.5			12.7	
INFREQUENT (2 DAYS)	68	13		219	31	10	71	72		60	
	2.2	.4		6.9	1.0	.3	2.2	2.3		1.9	
	62.3	58.2		68.4	26.5	100.0	45.3	64.3		44.6	
MEAN NUMBER OF DAYS	6.2	6.5	14.1	3.5	9.1	5.0	8.7	4.0		5.7	
										3.4	
										42.7	
										6.6	
PARTICIPATION IN 1999											
DAYS OF PARTICIPATION (IN TEN THOUSANDS)	68	15	98	113	105	5	137	45		88	
	1.7	.4	2.4	2.8	2.6	.1	3.4	1.1		2.2	
INDEX OF PARTICIPATION	116	119	55	71	260	79	99	81		105	

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