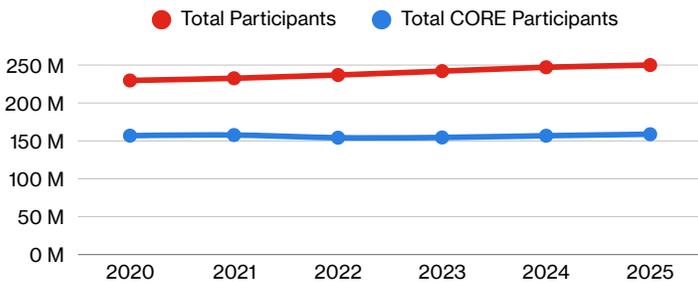




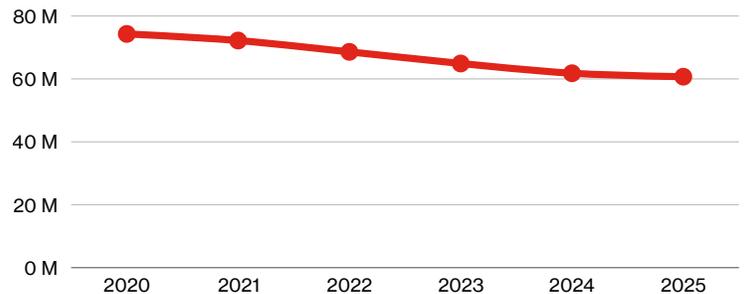
KEY TRENDS FROM SFIA'S 2026 TOPLINE PARTICIPATION REPORT

Each year, the **Sports & Fitness Industry Association (SFIA)** publishes the industry's leading benchmark for sports and fitness participation in the United States. The **2026 Topline Participation Report** shows that activity continues to rise, with a record 250 million Americans participating in at least one sport, fitness, or outdoor activity in 2025, while total inactivity declined to its lowest level on record. However, most Americans still do not meet the federal recommendation of 150 minutes of weekly moderate physical activity. The data also highlights key areas for focus: teen inactivity slightly increased in 2025, older age groups remain the most inactive, and the gap between male and female inactivity narrowly widened.

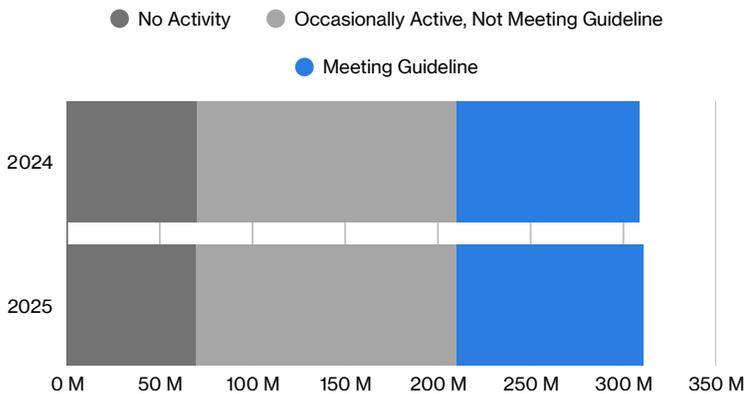
Active Americans Reach Record Levels



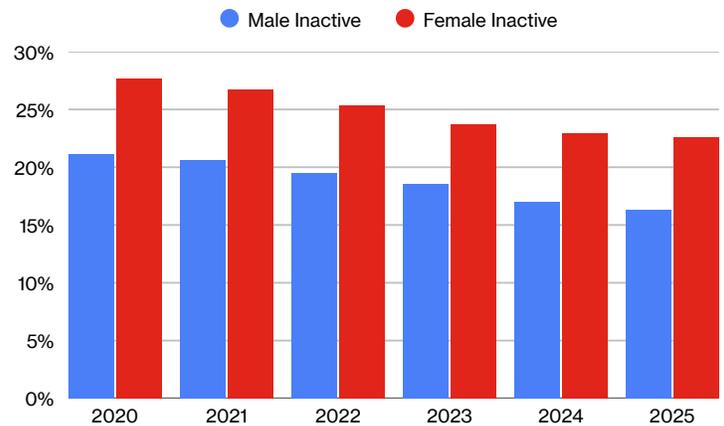
Total Inactive Americans Continue to Decline



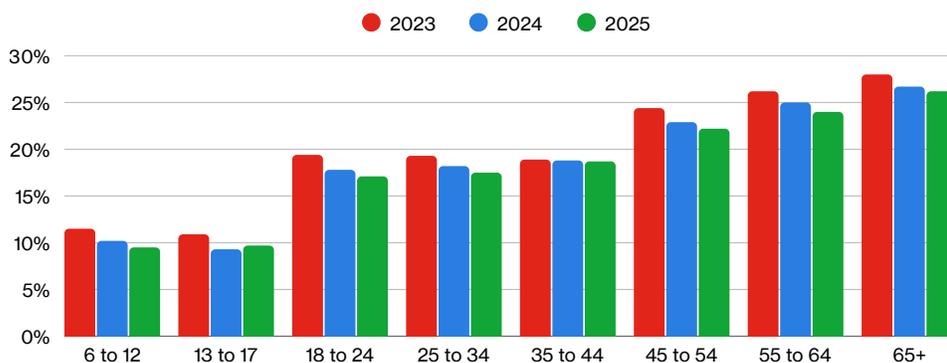
Most Americans Do Not Meet Federal Activity Guideline of 150 Minutes Per Week



Women More Likely Than Men to be Inactive



Teen Inactivity Moves Against Overall Trend



KEY STATS:

- 250M Americans participated in sports or fitness in 2025
- CORE participation reached 158.8M
- Total inactivity fell below 20% for the first time
- Women remain more likely than men to be inactive
- Teen inactivity increased slightly year over year – the only age group to trend upward

For questions or more information, please contact Jenny Karn at jkarn@sfia.org.