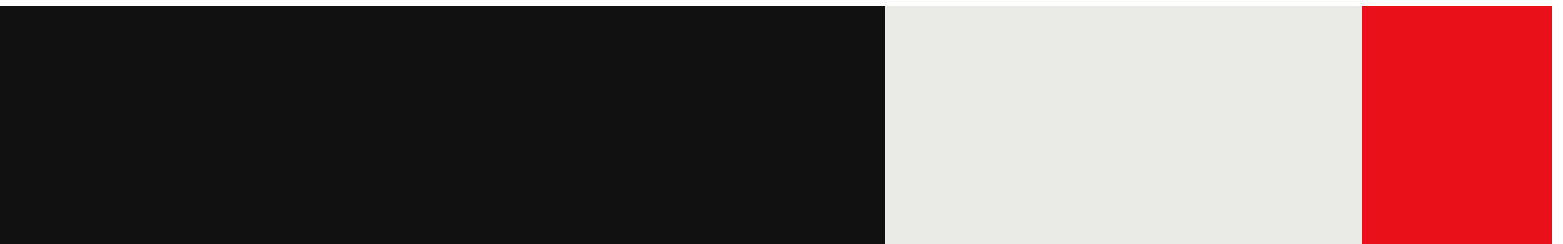


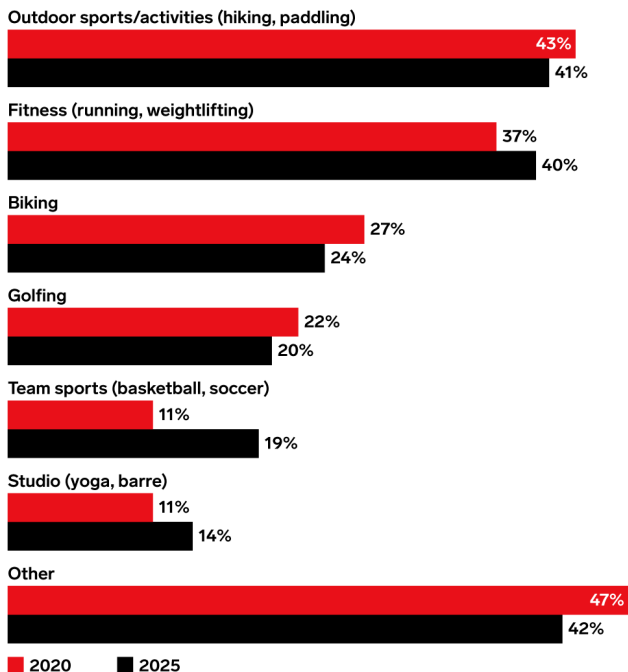
# US adults are playing more team sports

Article



## Sports and Fitness Activities That US Adults Participate in, 2020 & 2025

% of respondents



Note: ages 18+; annually; excludes those who answered 'none of these'  
Source: CivicScience, Jan 14, 2025

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**Key stat:** 19% of US adults play team sports, up from 11% in 2020, according to CivicScience, signaling that people aren't only watching sports, they're participating as well.

### Beyond the chart:

- Participation in fitness activities also increased to 40% from 37% in 2020. Group fitness provides [marketing](#) opportunities for brands to sponsor or participate in these clubs.
- 47.6% of people in the US will watch live sports this year, per our September 2024 forecast.

**Use this chart:** Brands and sports leagues can tap into the rising interest in team sports by promoting local recreation leagues and community events. Sports advertisers should find ways to tie campaigns into active lifestyles. [Retailers](#) can use this chart as evidence of momentum for team gear and performance wear.

### Related EMARKETER reports:

- [Worldwide Ad Spending Forecast 2025](#) (EMARKETER subscription required)

- [Digital Video Forecast and Trends Q1 2025](#) (EMARKETER subscription required)

*Methodology: Data is from a January 2025 CivicScience survey. 1+ million US adults were surveyed online during October 2020-January 14, 2025. The survey was weighted to the U.S. Census ages 18+.*