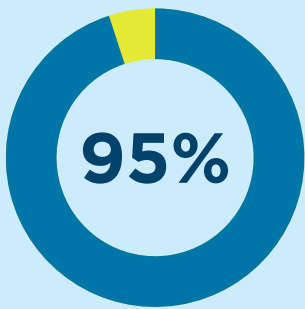


THE PRICE OF PLAY

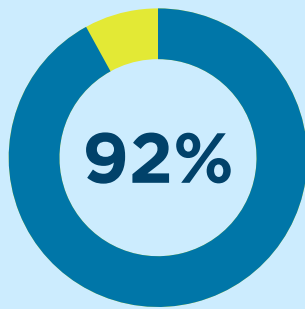
Unpacking the Cost of Youth Sports

A study conducted by The Harris Poll on behalf of Good Sports

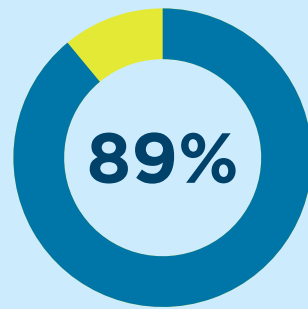
THE BENEFITS OF PLAYING SPORTS



Parents who believe children benefit from playing a sport.



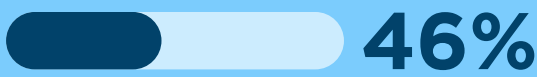
Parents who say their children have played sports at one point.



Nearly 1 in 5 parents feel playing sports has positive physical and emotional benefits.

*October 2024 Good Sports survey conducted by The Harris Poll among 741 U.S. parents of minors

IF IT WAS MORE AFFORDABLE



of parents whose children ever played sports have strongly considered pulling them out.

COST IS THE PROBLEM



of parents whose children ever played sports have strongly considered pulling them out.



DEBTS TO PLAY

Nearly



parents whose kids ever played sports (18%) have taken on a debt to afford to pay for those sports.

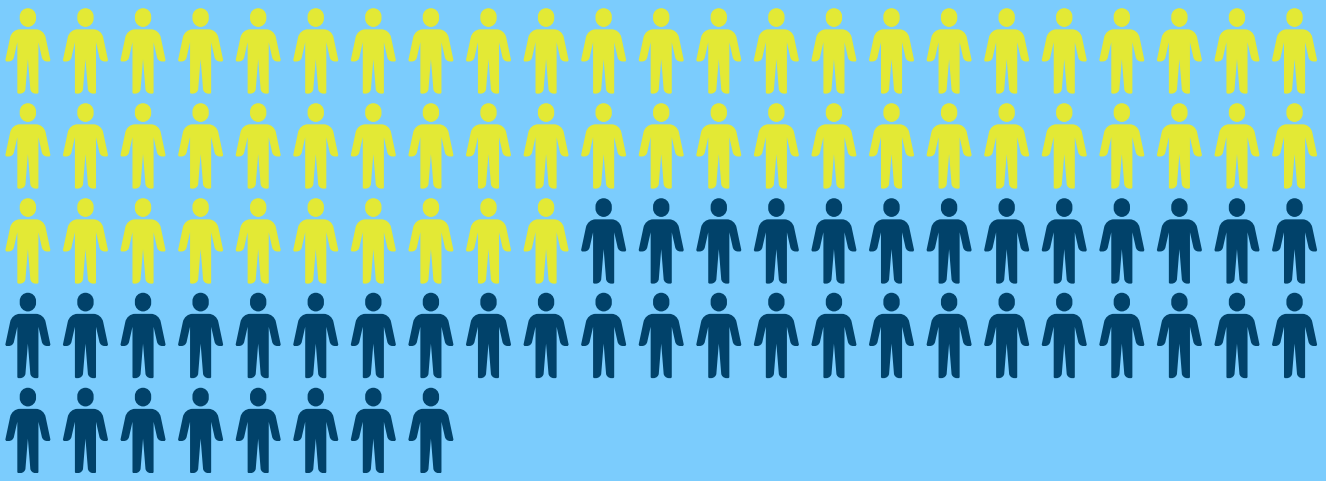
Nearly



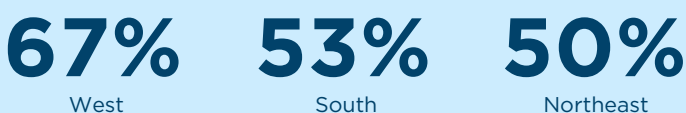
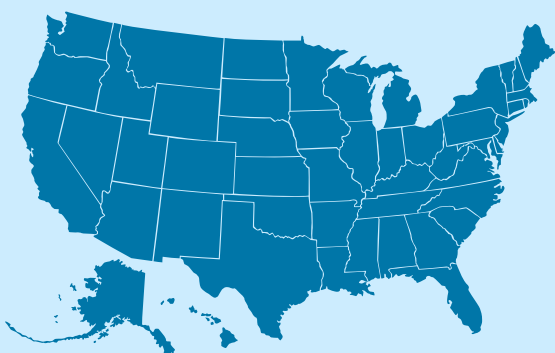
or 58% of parents whose children are currently playing sports say paying for the equipment needed to play has become a financial stress for their family.

CAN THEY PLAY?

56% of parents reported they are worried they will not be able to put their children in a sport next year due to the rising costs of participating in sports.



COST ACROSS THE COUNTRY



parents of kids who play sports in the West are more likely than those in the Northeast and South to say the cost of sports equipment is a financial stress.

EQUIPMENT EXPENSES



parents (14%) say they have not signed their children up for sports because of the cost of equipment and related expenses.

