STATE OF PLAY

Our annual report on trends in youth sports and how leaders can mobilize for action.

PROJECT PLAY

aspen institute
Average Annual Family Spending on Sports
Amount spent on one child’s primary sport per season

- **Total costs**
  - Fall 2022: $883
  - Pre-Pandemic: $935

- **Registration**
  - Fall 2022: $168
  - Pre-Pandemic: $166

- **Equipment**
  - Fall 2022: $154
  - Pre-Pandemic: $162

- **Travel**
  - Fall 2022: $260
  - Pre-Pandemic: $218

- **Lessons**
  - Fall 2022: $183
  - Pre-Pandemic: $238

- **Camps**
  - Fall 2022: $111
  - Pre-Pandemic: $123

- **Other**
  - Fall 2022: $9
  - Pre-Pandemic: $28

Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap youth sports parent surveys, 2020 and 2022
Note: Pre-pandemic costs came from June 2020 survey in which youth sports parents were asked how much they spent before the pandemic.
Family Spending on Sports by Demographic
Average spent on one child’s primary sport per season

- **Child’s Sport**
  - Soccer: $1,188
  - Basketball: $1,002
  - Baseball: $714
  - Tackle Football: $581

- **Household Income**
  - $150,000+: $2,068
  - $50,000–$149,999: $940
  - < $50,000: $523

- **Child’s Gender**
  - Female: $921
  - Male: $844

- **Race/Ethnicity**
  - Hispanic/Latino: $883
  - White: $881
  - Black: $574

Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap youth sports parent surveys, 2022
Note: Sample sizes were too small to produce results for all sports and races/ethnicities.
Who’s Spending Money on Youth Sports Participation
Parents who say they spent “a little more” or “substantially more” vs. last year

<table>
<thead>
<tr>
<th>Household income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000+</td>
<td>60.0%</td>
</tr>
<tr>
<td>$50,000–$149,999</td>
<td>51.0%</td>
</tr>
<tr>
<td>&lt;$50,000</td>
<td>34.7%</td>
</tr>
</tbody>
</table>

Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap youth sports parent surveys, 2022
Why Parents are Paying More for Youth Sports

Responses only from families who report their costs increased

- Inflation: 32.6%
- More frequent training: 16.7%
- More frequent travel: 13.9%
- More or better coaching: 15.1%
- More or better equipment: 21.7%

Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap youth sports parent surveys, 2022