

# GENDER TRENDS IN ATHLETIC ENGAGEMENT: A LOOK AT AMERICA'S FAVOURITE HOBBIES !

Sports greatly improve social ties, foster collaboration and discipline, and improve physical and mental health. They enhance life satisfaction, encourage a healthier lifestyle, and lower the risk of disease.



## INTRODUCTION

This poster explores the diverse range of American sports and leisure, highlighting both traditional favorites and emerging trends. It highlights the cultural significance of these activities and sports in American identity and lifestyle, highlighting the vibrant energy and sense of togetherness they bring to communities worldwide.

## OBJECTIVE

The purpose of this poster is to emphasize gender preferences in activities while also representing the range of sports and fitness preferences of American adults. Key participation trends are revealed through data from 21,803 people, highlighting the importance of physical activity in American culture, revealing the importance of sports for health.

## RESULTS/FINDINGS

Different gender preferences in sporting activities are seen among adult Americans, according to the a survey. Men prefer basketball, with 36%, while women dominate in fitness, aerobics, and cardio, with 41% partaking at least occasionally. All genders enjoy hiking. It's interesting to note that while American football and hunting tend to be more male-oriented, sports like yoga and swimming clearly exhibit a gender split, favouring female participants. These observations demonstrate how gender affects the decision to engage in physical exercise within the context of American sports.

## REFERENCES

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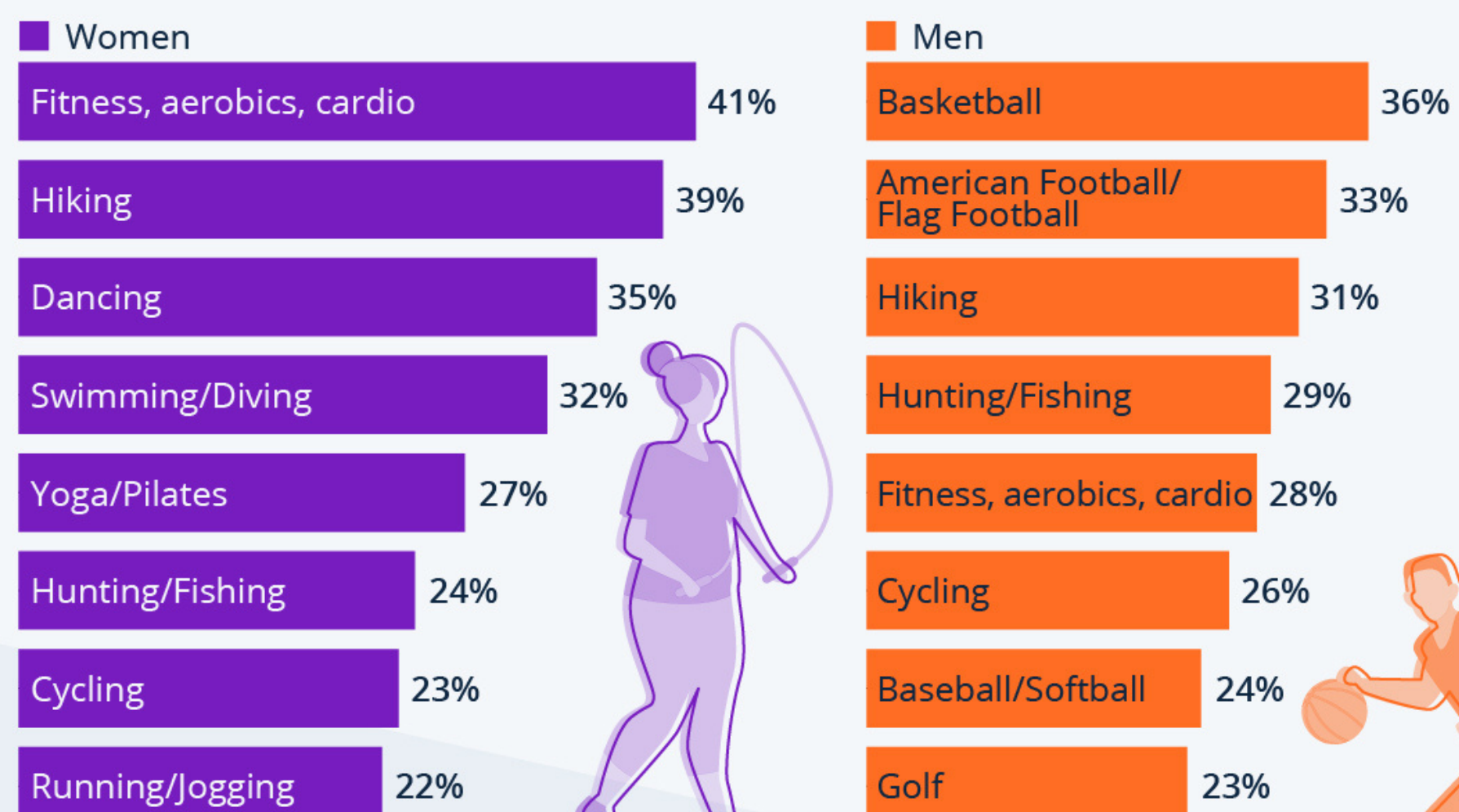
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## ANALYSIS

### Men Sweat on Fields, Women in the Gym

Share of respondents who do the following sports at least occasionally



21,803 U.S. adults who do sports or exercise at least occasionally (18-64 y/o) surveyed online Apr. 2022-Mar. 2023  
Source: Statista Consumer Insights



The Most Popular Sports & Activities in the U.S.

## IMPACTS FOR HEALTH

Playing sports has numerous health benefits for us, including:

- Weight Control
- Lower Hypertension
- Lower Cholesterol Levels
- Better Blood Circulation
- Stronger immunity
- Stronger bones and mind
- Muscle training.

### IMPORTANT!

What can we find thought analysis ?

## CONCLUSION

The study "Gender trends in athletic engagement: A look at America's favourite hobbies!" highlights the unique preferences of different genders in American sports and activities. Women are more drawn to fitness activities, while men enjoy team sports like football and basketball. The findings emphasize the importance of customizing sports campaigns and marketing to cater to adult Americans' diverse tastes. Whichever sport is being discussed, engaging in such activities has many positive health effects.

