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DEMOGRAPHIC & TREND ANALYSIS

CHAPTER ONE – CITY MARKET ANALYSIS

1.1 INTRODUCTION

The City of Davenport ("City") asked the consulting team to complete a comprehensive Master Plan ("Plan") for the Parks and Recreation Department. The overall purpose of this Plan is to create a blueprint for providing quality parks and recreation facilities and services throughout the City of Davenport for the next ten years.

A key component of the Plan process is a Market Analysis. This analysis will help provide a thorough understanding of the demographic makeup of residents within the City, as well as national, regional, and local recreational trends.

1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the City. This assessment will provide supplementary demographic data to the Plan including current (2020) and future population projections, age segment breakdown, race and ethnicity distribution, as well as income characteristics. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

1.2.1 DEMOGRAPHIC OVERVIEW (2020-2035)

Population:

- 103,342 people live in Davenport
- City is expected to grow to 108,795 residents by 2035

Race:

- 76% of the population is White Alone
- 12% of the population is Black/African American

Age:

- Median age: 36.7
- By 2035, the 55+ age segment will encompass 32% of the population

Income:

- Median household income: $51,130
- Median household income is lower than state and national averages

1.2.2 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in September 2020 and reflects actual numbers as reported in the 2010 Census. ESRI then estimates the current population (2020) as well as a 5-year projection (2025). PROS utilized straight line linear regression to forecast demographic characteristics for 2030 and 2035. The City boundaries shown below were utilized for the demographic analysis. **(See Figure 1)**

Figure 1: City Boundaries

1.2.3 DAVENPORT CITY POPULACE

POPULATION

The City's population has experienced a minor growing trend in recent years, increasing 0.36% from 2010 to 2020 (0.04% per year). This is well below the national annual growth rate of 0.81% (from 2010-2020). Similar to the population, the total number of households also experienced a slight increase in recent years (0.40% since 2010).

Currently, the population is estimated at 103,342 individuals living within 42,280 households. Projecting ahead, the total population and total number of households are both expected to continue slowly grow over the next 15 years. Based on 2035 forecasts, the City's population is expected to have 108,795 residents living within 44,767 households. (See **Figures 2 & 3**)
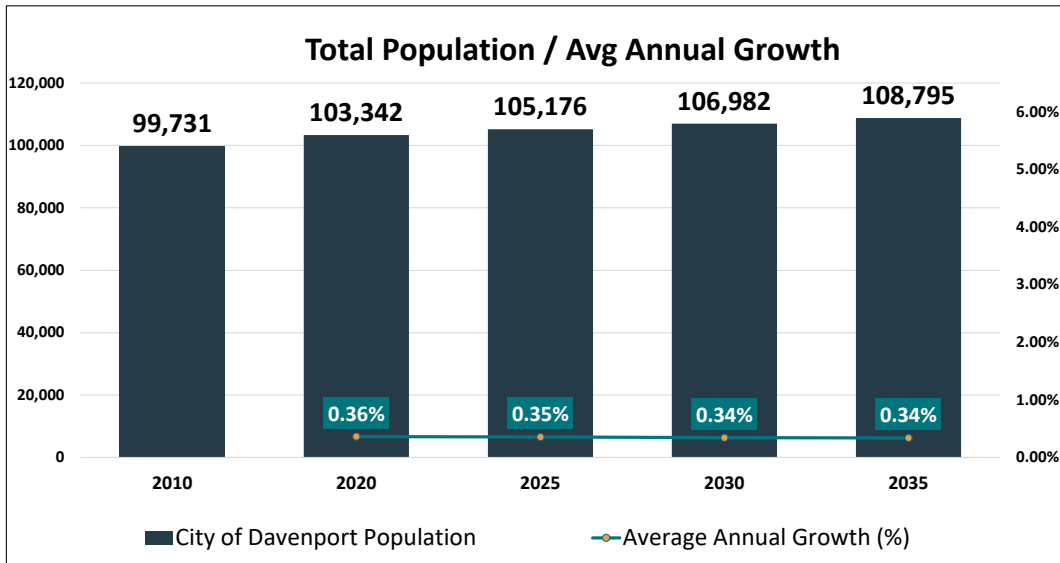

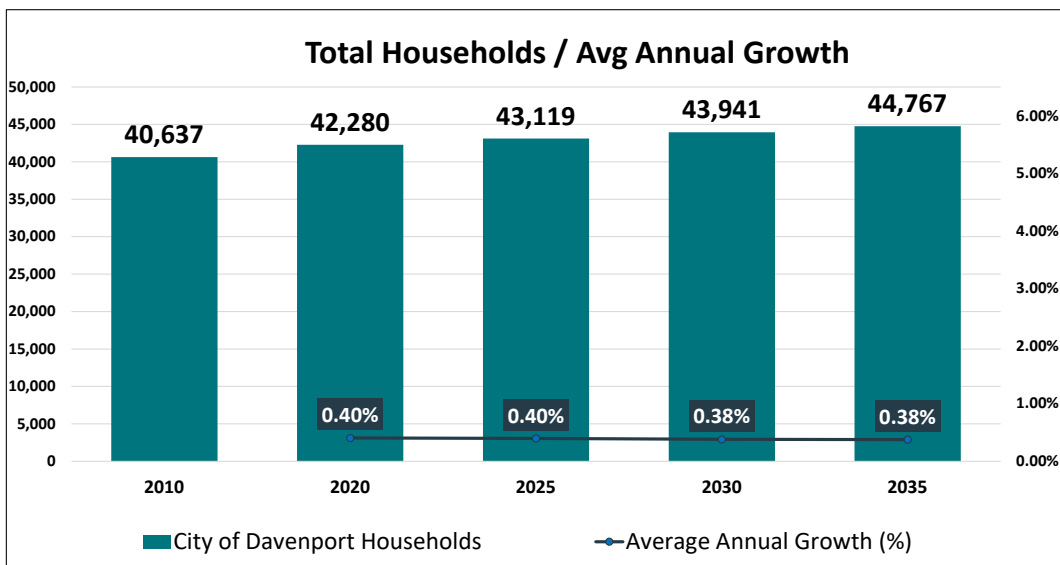Figure 2: Total Population Projections

Figure 3: Total Household Projections

AGE SEGMENT

Evaluating the City's total population by age segments, Davenport exhibits a relatively consistent age segmentation with the National average. The population has a median age of 36.7 years old which is younger than the U.S. median age of 38.5 years. Assessing the population as a whole, the City is projected to continue aging for the foreseeable future. Over the next 15 years, the 55+ population is expected to grow an additional 4%, totaling 32% of the City's population. This is largely due to the increase in life expectancy coinciding with the remainder of the Baby Boomer generation shifting into the senior age groups. (**See Figure 4**).

Due to the continued growth of the older age segments, it is useful to further segment the "Senior" population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old may be struggling with rheumatoid arthritis and need different recreational opportunities than a healthy 65-year old who is running marathons once a year. Therefore, it may be more useful to divide this age segment into "Active," "Low-Impact," and/or "Social" Seniors.
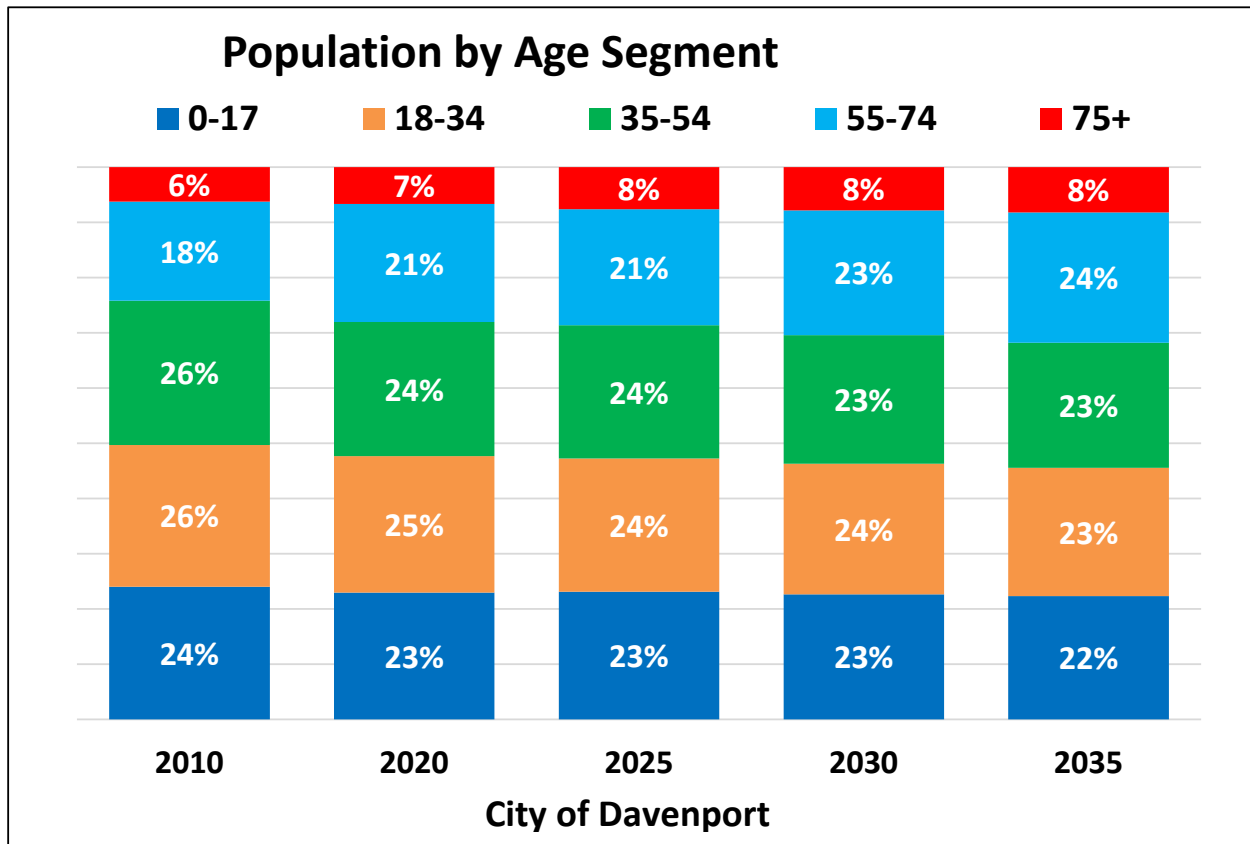

Figure 4: Population by Age Segments

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

- **American Indian –** This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment

- **Asian** – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam

- **Black –** This includes a person having origins in any of the black racial groups of Africa

- **Native Hawaiian or Other Pacific Islander** – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands

- **White –** This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa

- **Hispanic or Latino –** This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

*Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. **For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.***

RACE

Analyzing race, Davenport's current population is predominantly White Alone. The 2020 estimate shows that 76% of the population falls into the White Alone category, with Black/African American (12%) representing the largest minority. The racial diversification of the City is slightly less diverse than the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race. The forecasts for 2035 expect the population to remain relatively unchanged with just a slight decrease in the White Alone population, accompanied by minor increases Black/African Americans and Asian population. (**Figure 5**)
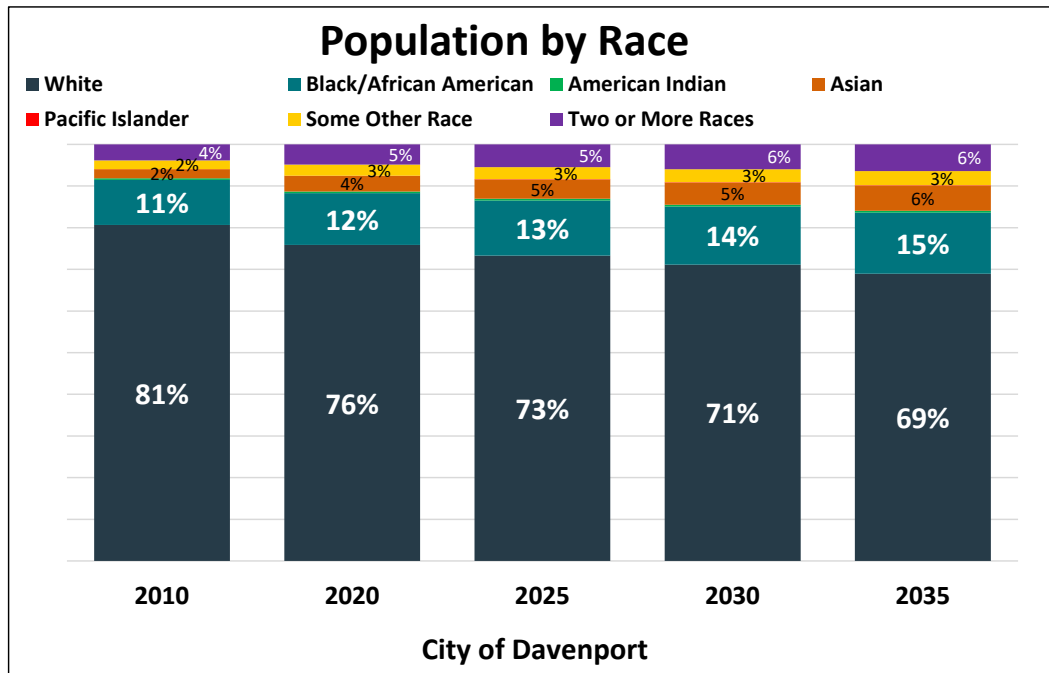
Figure 5: Population by Race

ETHNICITY

The City's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any of the racial categories from **Figure 5**. Based on the 2020 estimate, those of Hispanic/ Latino origin represent approximately 9% of Davenport's current population, which is roughly half of the national average (19% Hispanic/Latino). The Hispanic/Latino population is expected to continue growing over the next 15 years, increasing to 12% of the City's total population by 2035. (**Figure 6**)
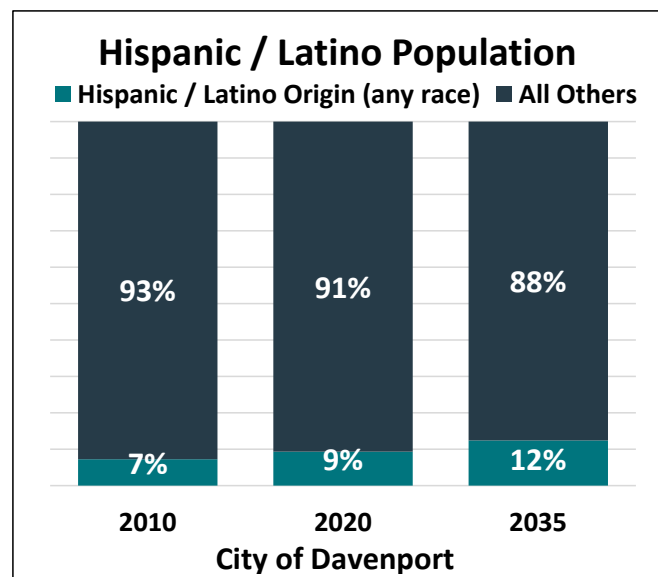
Figure 6: Population by Ethnicity

HOUSEHOLD INCOME

As seen in **Figure 7**, the City's per capita income ($28,102) and median household income ($51,130) are below the national ($34,136 & $62,203) and state ($31,912 & $59,343) averages. This becomes relevant when the Parks and Recreation is pricing out programs and calculating cost recovery goals. It is crucial for the Department to continue equity efforts in access to parks, facilities, and programming. Creative measures can ensure residents below the income characteristics have access to facilities and services.
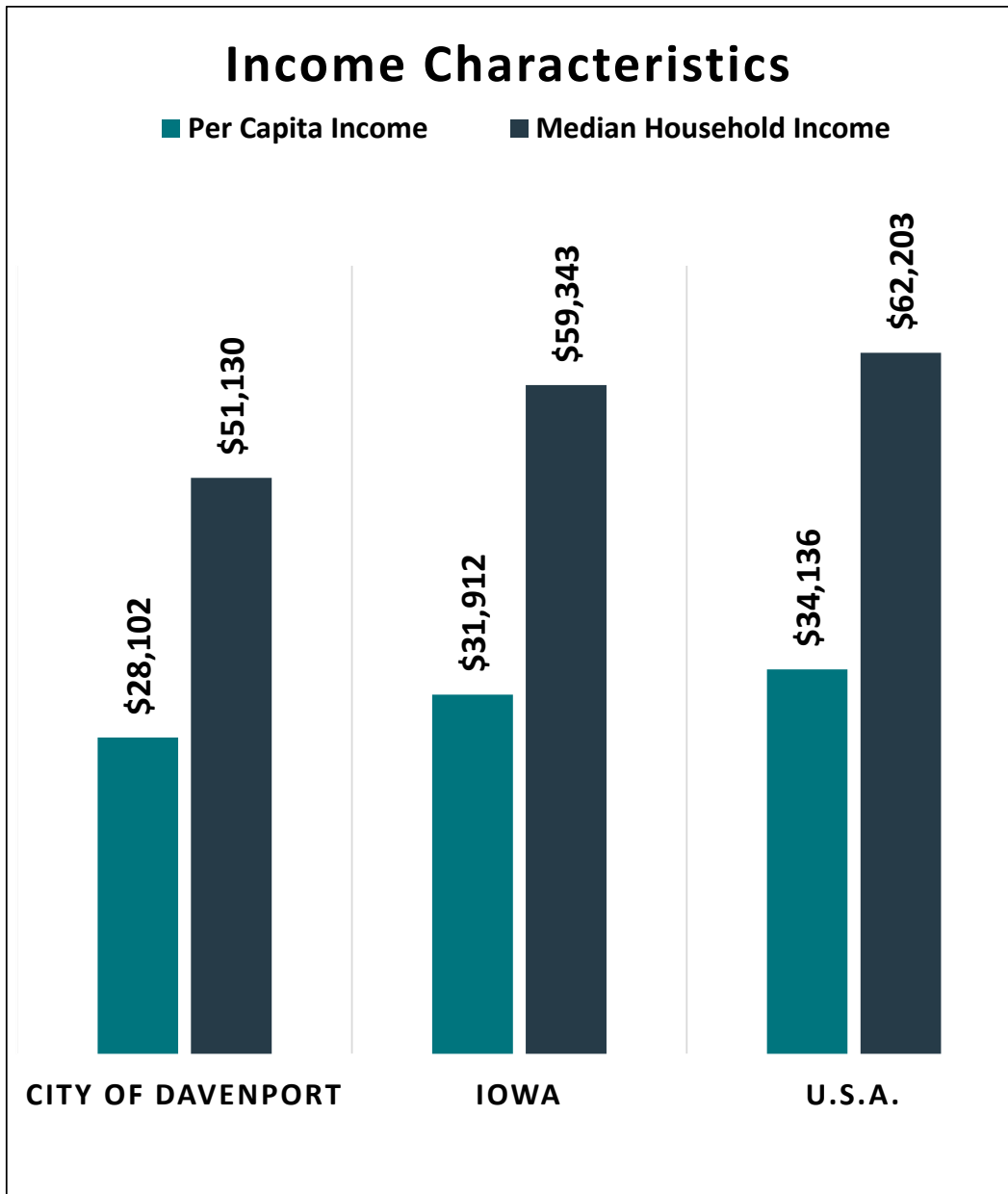
Figure 7: Income Characteristics

1.2.4 DEMOGRAPHIC COMPARATIVE SUMMARY

The table below is a summary of the City's demographic figures. These figures are then compared to the state and U.S. populations. This type of analysis allows Davenport to see how their population compares on a local and national scale. The highlighted cells represent key takeaways from the comparison between the City and the national population.

☐ = Represents 5%+ higher than the National Average

☐ = Represents 5%+ lower than the National Average

2020 Demographic Comparison		Davenport	Iowa	U.S.A.
Population	Annual Growth Rate (2010-2020)	0.36%	0.63%	0.81%
	Projected Annual Growth Rate (2020-2035)	0.35%	0.56%	0.74%
Households	Annual Growth Rate (2010-2020)	0.40%	0.64%	0.80%
	Average Household Size	2.37	2.41	2.58
Age Segment Distribution	Ages 0-17	23%	22%	22%
	Ages 18-34	25%	23%	23%
	Ages 35-54	24%	24%	25%
	Ages 55-74	21%	23%	23%
	Ages 75+	7%	8%	7%
Race Distribution	White Alone	75.9%	87.7%	69.4%
	Black Alone	12.4%	4.1%	13.0%
	American Indian	0.4%	0.4%	1.0%
	Asian	3.7%	2.9%	5.9%
	Pacific Islander	0.1%	0.1%	0.2%
	Some other Race	2.7%	2.4%	7.1%
	Two or More Races	4.8%	2.4%	3.6%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	9.3%	6.5%	18.8%
	All Others	90.7%	93.5%	81.2%
Income Characteristics	Per Capita Income	$28,102	$31,912	$34,136
	Median Household Income	$51,130	$59,343	$62,203

Figure 8: Demographic Comparative Summary Table

DEMOGRAPHIC SUMMARY

- The City's recent **population annual growth rate** (0.36%) is significantly lower than the U.S.'s (0.81%) growth rate from 2010-2020.
- The City's **household annual growth rate** (0.40%) is also significantly lower than the national (0.80%) average.
- When assessing age segments, Davenport has a very similar population to the national age segment distribution, however, with a slightly higher representation in Ages 18-34 and slightly lower representation in Ages 55-74.
- The City's **racial distribution** has a higher White Alone population and lower Asian and Some other Race populations, when compared to national percentage distribution.
- Davenport's percentage of **Hispanic/Latino population** (9.3%) is well below the national average (18.8%).
- The City's **per capita income** ($28,102) and **median house income** ($51,130) are both below average, when compared to the U.S.'s income characteristics ($34,136 & $62,203).

1.2.5 DEMOGRAPHIC IMPLICATIONS

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for the City.

First, with the population expecting minimal growth for the foreseeable future, its suggested that the City focus on the upkeep and improvement of existing amenities and facilities as part of the overall strategy to address the unmet needs of the community.

Second, the City's slight aging trend may indicate the need to provide more programs and services for the 55+ population focusing on aging in place. Such a focus could also potentially attract baby boomers to retire in Davenport. However, it will also be important to continue providing services for the 72% of residents who are currently under 55 years old.

Third, the City's below average income characteristics suggest limited disposable income. The Parks and Recreation Department should be mindful of this when pricing facility access, programs and events.

Finally, the City should ensure growing minority races are being reflected in marketing and communications outreach, program participation figures, and response rates when surveying the community.

1.3 RECREATIONAL TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends as well recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute (ESRI). *Note: It is important to note that the trends data is reflective of a pre-pandemic time and trends will change as we emerge on the other side of this pandemic and settle into a new normal.*

1.3.1NATIONAL TRENDS IN RECREATION

METHODOLOGY

The SFIA *Sports, Fitness & Recreational Activities Topline Participation Report 2020* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends
- Non-Participant Interest by Age Segment

The study is based on findings from surveys carried out in 2019 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.32% points at a 95% confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 302,756,603 people (ages 6 and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in Recreation across the U.S. This study looked at 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year, while for sports, the threshold for core participation is typically 13-times per year.
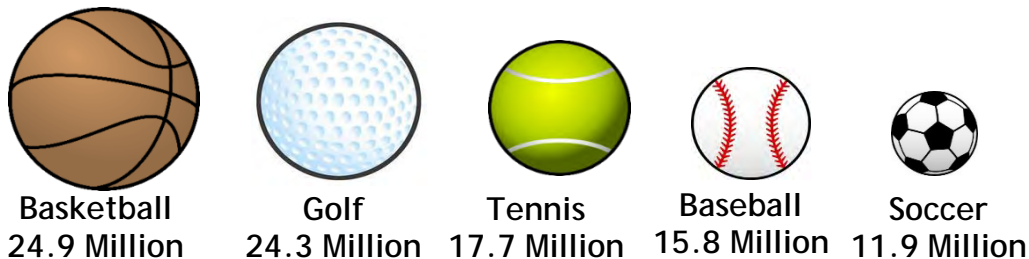
In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than causal participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

1.3.2 NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

NATIONAL TRENDS IN GENERAL SPORTS
PARTICIPATION LEVELS

The sport's most heavily participated in, in the United States were Basketball (24.9 million) and Golf (24.3 million in 2019), which have participation figures well in excess of the other activities within the general sports category; followed by Tennis (17.7 million), Baseball (15.8 million), and Soccer (11.9 million).

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants. Basketball's success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Even though Golf has experienced a recent decrease in participation in the last five years, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues (e.g. Top Golf) have increased drastically (84.7%) as a five-year trend. The emergence of Golf Entertainment, such as Top Golf, has helped increase participation for golf as an activity outside of traditional golf course environments.

| Basketball | Golf | Tennis | Baseball | Soccer |
| 24.9 Million | 24.3 Million | 17.7 Million | 15.8 Million | 11.9 Million |

FIVE-YEAR TREND

Since 2014, Golf Entertainment Venues (84.7%), Pickleball (40.5%%), and Flag Football (23.1%) have emerged as the overall fastest growing sports. During the last five years, Baseball (20.2%) and Indoor Soccer (17.8%) have also experienced significant growth. Based on the five-year trend, the sports that are most rapidly declining include Ultimate Frisbee (-49.4%), Touch Football (-21.5%), Badminton (-15.1%), and Tackle Football (-14.6%).

ONE-YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends. There are unique sports with a greater one-year change: Boxing for Competition (8.2%), Pickleball (4.8%), Outdoor Soccer (4.5%), and Martial Arts (4.2%). However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, Rugby (-10.8%), cheerleading (-2.3%), and Baseball (-0.5%).

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated sports, such as Basketball, Baseball, and Slow Pitch Softball have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, Ice Hockey (13+ participation) and Softball-Fast Pitch (26+ participation) has increased core participation. While less mainstream sports including: Boxing for Competition, Roller Hockey, Badminton, and Racquetball have larger casual participation base. These participants may be more inclined to switch to other sports. *Please see the **Appendix** for full Core vs. Casual Participation breakdown.*

National Participatory Trends - General Sports					
Activity	**Participation Levels**			**% Change**	
	2014	**2018**	**2019**	**5-Year Trend**	**1-Year Trend**
Basketball	23,067	24,225	24,917	8.0%	2.9%
Golf (9 or 18-Hole Course)	24,700	24,240	24,271	-1.7%	0.1%
Tennis	17,904	17,841	17,684	-1.2%	-0.9%
Baseball	13,152	15,877	15,804	20.2%	-0.5%
Soccer (Outdoor)	12,592	11,405	11,913	-5.4%	4.5%
Golf (Entertainment Venue)	5,362	9,279	9,905	84.7%	6.7%
Softball (Slow Pitch)	7,077	7,386	7,071	-0.1%	-4.3%
Football (Flag)	5,508	6,572	6,783	23.1%	3.2%
Volleyball (Court)	6,304	6,317	6,487	2.9%	2.7%
Badminton	7,176	6,337	6,095	-15.1%	-3.8%
Soccer (Indoor)	4,530	5,233	5,336	17.8%	2.0%
Football (Touch)	6,586	5,517	5,171	-21.5%	-6.3%
Football (Tackle)	5,978	5,157	5,107	-14.6%	-1.0%
Gymnastics	4,621	4,770	4,699	1.7%	-1.5%
Volleyball (Sand/Beach)	4,651	4,770	4,400	-5.4%	-7.8%
Track and Field	4,105	4,143	4,139	0.8%	-0.1%
Cheerleading	3,456	3,841	3,752	8.6%	-2.3%
Pickleball	2,462	3,301	3,460	40.5%	4.8%
Racquetball	3,594	3,480	3,453	-3.9%	-0.8%
Ice Hockey	2,421	2,447	2,357	-2.6%	-3.7%
Ultimate Frisbee	4,530	2,710	2,290	-49.4%	-15.5%
Softball (Fast Pitch)	2,424	2,303	2,242	-7.5%	-2.6%
Lacrosse	2,011	2,098	2,115	5.2%	0.8%
Wrestling	1,891	1,908	1,944	2.8%	1.9%
Roller Hockey	1,736	1,734	1,616	-6.9%	-6.8%
Boxing for Competition	1,278	1,310	1,417	10.9%	8.2%
Rugby	1,276	1,560	1,392	9.1%	-10.8%
Squash	1,596	1,285	1,222	-23.4%	-4.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 9:General Sports Participatory Trends

NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals. The most popular general fitness activities amongst the U.S. population include: Fitness Walking (111.4 million), Treadmill (56.8 million), Free Weights (51.4 million), Running/Jogging (49.5 million), and Stationary Cycling (37.1 million).

Fitness Walking 111.4 Million	Treadmill 56.8 Million	Dumbbell Free Weights 51.4 Million	Running/ Jogging 49.5 Million	Stationary Cycling 37.1 Million

FIVE-YEAR TREND

Over the last five years (2014-2019), the activities growing most rapidly are Trail Running (46.0%), Yoga (20.6%), Cross Training Style Workout (20.2%), and Stationary Cycling (Group) (17.5%). Over the same time frame, the activities that have undergone the biggest decline include: Traditional Triathlon (-9.2%), Running/Jogging (-8.7%), Free Weights (-8.3%), and Fitness Walking (-1.0%)

ONE-YEAR TREND

In the last year, activities with the largest gains in participation were Trail Running (9.9%), Dance, Step, & Choreographed Exercise (7.0%), and Yoga (6.0%). From 2018-2019, the activities that had the largest decline in participation were Traditional Triathlons (-7.7%), Non-Traditional Triathlon (-7.4%), Bodyweight Exercise (-2.8%), and Running/Jogging (-2.6%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities area either balances core vs. casual users or core users (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/Cross Training. All of the top trending fitness activities, for the one-year and five-year trend, are increasing in casual users. There is a slow shift with an increase of balances and core users since last year's report. This is significant, fewer casual users are switching to alternative activities. *Please see the **Appendix** for Full Core vs. Casual Participation breakdown.*

National Participatory Trends - General Fitness					
Activity	**Participation Levels**			**% Change**	
	2014	**2018**	**2019**	**5-Year Trend**	**1-Year Trend**
Fitness Walking	112,583	111,001	111,439	-1.0%	0.4%
Treadmill	50,241	53,737	56,823	13.1%	5.7%
Free Weights (Dumbbells/Hand Weights)	56,124	51,291	51,450	-8.3%	0.3%
Running/Jogging	54,188	50,770	49,459	-8.7%	-2.6%
Stationary Cycling (Recumbent/Upright)	35,693	36,668	37,085	3.9%	1.1%
Weight/Resistant Machines	35,841	36,372	36,181	0.9%	-0.5%
Elliptical Motion Trainer	31,826	33,238	33,056	3.9%	-0.5%
Yoga	25,262	28,745	30,456	20.6%	6.0%
Free Weights (Barbells)	25,623	27,834	28,379	10.8%	2.0%
Dance, Step, & Choreographed Exercise	21,455	22,391	23,957	11.7%	7.0%
Bodyweight Exercise	22,390	24,183	23,504	5.0%	-2.8%
Aerobics (High Impact/Intensity Training HIIT)	19,746	21,611	22,044	11.6%	2.0%
Stair Climbing Machine	13,216	15,025	15,359	16.2%	2.2%
Cross-Training Style Workout	11,265	13,338	13,542	20.2%	1.5%
Trail Running	7,531	10,010	10,997	46.0%	9.9%
Stationary Cycling (Group)	8,449	9,434	9,930	17.5%	5.3%
Pilates Training	8,504	9,084	9,243	8.7%	1.8%
Cardio Kickboxing	6,747	6,838	7,026	4.1%	2.7%
Boot Camp Style Cross-Training	6,774	6,695	6,830	0.8%	2.0%
Martial Arts	5,364	5,821	6,068	13.1%	4.2%
Boxing for Fitness	5,113	5,166	5,198	1.7%	0.6%
Tai Chi	3,446	3,761	3,793	10.1%	0.9%
Barre	3,200	3,532	3,665	14.5%	3.8%
Triathlon (Traditional/Road)	2,203	2,168	2,001	-9.2%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,411	1,589	1,472	4.3%	-7.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 10: General Fitness National Participatory Trends
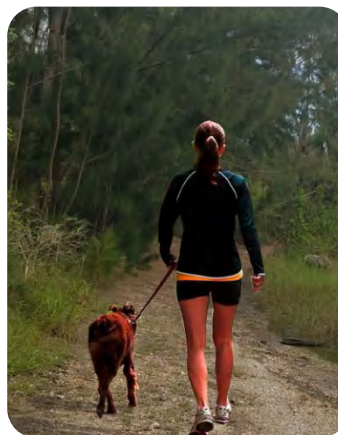
NATIONAL TRENDS IN OUTDOOR RECREATION
PARTICIPATION LEVELS

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints. In 2019, the most popular activities, in terms of total participants, from the outdoor/adventure Recreation category include: Day Hiking (49.7 million), Road Bicycling (39.4 million), Freshwater Fishing (39.2 million), and Camping within ¼ mile of Vehicle/Home (28.2 million), and Recreational Vehicle Camping (15.4 million).

Hiking	Bicycling	Fishing	Camping	Camping
(Day)	(Road)	(Freshwater)	(<¼mi. of Car/Home)	(Recreational Vehicle)
49.7 Million	39.4 Million	39.2 Million	28.2 Million	15.4 Million

FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Backpacking Overnight (7.2%) have undergone the largest increases in participation.

The five-year trend also shows activities, such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

ONE-YEAR TREND

The one-year trend shows activities growing most rapidly being BMX Bicycling (6.1%), Day Hiking (3.8%), and Birdwatching (3.8%). Over the last year, activities that underwent the largest decreases in participation include: Climbing (-5.5%), In-Line Roller Skating (-4.4%), and Camping Recreation Vehicle (-3.5).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

Outdoor recreation is split between participations increasing or decreasing. Adventure racing that has a greater percentage in core supporters has an overall decrease in causal participation of (-45.3%), whereas In-Line Roller Skating is decreasing across both participation types. Outside of Adventure Racing, Inline Roller Skating, and Archery casual participation has increased across the board. Casual participation in the one-year trend only noted a decrease in Freshwater Fishing and Camping (Recreation Vehicle) different from the overarching five-year trend. *Please see the **Appendix** for Full Core vs. Casual Participation breakdown.*

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	**Participation Levels**			**% Change**	
	2014	**2018**	**2019**	**5-Year Trend**	**1-Year Trend**
Hiking (Day)	36,222	47,860	49,697	37.2%	3.8%
Bicycling (Road)	39,725	39,041	39,388	-0.8%	0.9%
Fishing (Freshwater)	37,821	38,998	39,185	3.6%	0.5%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	27,416	28,183	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	15,980	15,426	5.4%	-3.5%
Fishing (Saltwater)	11,817	12,830	13,193	11.6%	2.8%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	12,344	12,817	-2.7%	3.8%
Backpacking Overnight	10,101	10,540	10,660	5.5%	1.1%
Bicycling (Mountain)	8,044	8,690	8,622	7.2%	-0.8%
Archery	8,435	7,654	7,449	-11.7%	-2.7%
Fishing (Fly)	5,842	6,939	7,014	20.1%	1.1%
Skateboarding	6,582	6,500	6,610	0.4%	1.7%
Roller Skating, In-Line	6,061	5,040	4,816	-20.5%	-4.4%
Bicycling (BMX)	2,350	3,439	3,648	55.2%	6.1%
Climbing (Traditional/Ice/Mountaineering)	2,457	2,541	2,400	-2.3%	-5.5%
Adventure Racing	2,368	2,215	2,143	-9.5%	-3.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 11: Outdoor / Adventure Recreation Participatory Trends

NATIONAL TRENDS IN AQUATICS
PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2019, Fitness Swimming was the absolute leader in overall participation (28.2 million) amongst aquatic activities, largely due to its broad, multigenerational appeal.

Swimming
(Fitness)
28.2 Million

Aquatic
Exercise
11.2 Million

Swimming
(Competition)
2.8 Million

FIVE-YEAR TREND

Assessing the five-year trend, all aquatic activities have experienced growth. Aquatic Exercise stands out having increased (22.7%) from 2014-2019, most likely due to the ongoing research that demonstrates the activity's great therapeutic benefit, followed by Fitness Swimming (11.5%), and Competitive Swimming (4.1%).

ONE-YEAR TREND

Only one activity declined in particpation in the one-year trend, Competitive Swimming (-7.3%). Aquatic Exercise (6.4%) had the largest increase in 2018, while Fitness Swimming increased (2.3%).

CORE VS. CASUAL TRENDS IN AQUATICS

All aquatic activities have undergone increases in participation over the last five years, primarily due to large increases in casual participation (1-49 times per year). From 2014-2019, casual participants of Competitive Swimming increased by 22.7%, Aquatic Exercise by 35.7%, and Fitness Swimming by 18.4%. However, all core participation (50+ times per year) for aquatic activities have decreased over the last five years. *Please see the **Appendix** for Full Core vs. Casual Participation breakdown.*

National Participatory Trends - Aquatics					
Activity	**Participation Levels**			**% Change**	
	2014	**2018**	**2019**	**5-Year Trend**	**1-Year Trend**
Swimming (Fitness)	25,304	27,575	28,219	11.5%	2.3%
Aquatic Exercise	9,122	10,518	11,189	22.7%	6.4%
Swimming (Competition)	2,710	3,045	2,822	4.1%	-7.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 12:Aquatic Participatory Trends

NATIONAL TRENDS IN WATER SPORTS/ACTIVITIES
PARTICIPATION LEVELS

The most popular water sports/activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has long winter seasons or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers, which can greatly influence water activity participation.

Kayaking	Canoeing	Snorkeling	Jet Skiing	Sailing
11.4 Million	8.9 Million	7.7 Million	5.1 Million	3.6 Million

FIVE-YEAR TREND

Over the last five years, Stand-Up Paddling (29.5%) and Kayaking (recreational) (28.5%) were the fastest growing water activity, followed by White Water Kayaking (9.9%), and Surfing (8.9%). From 2014-2019, activities declining in participation most rapidly were Water Skiing (-20.1%), Jet Skiing (-19.6%), Scuba Diving (-13.7%), Wakeboarding (-12.7%), and Snorkeling (-12.5%).

ONE-YEAR TREND

Recreational Kayaking (3.3%) and Stand-Up Paddling (3.8%) also had a spike in participation this past year. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5), and Water Skiing (-4.8%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sports and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. These high causal user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years. *Please see the Appendix for full Core vs. Casual Participation breakdown.*

National Participatory Trends - Water Sports / Activities					
Activity	**Participation Levels**			**% Change**	
	2014	**2018**	**2019**	**5-Year Trend**	**1-Year Trend**
Kayaking (Recreational)	8,855	11,017	11,382	28.5%	3.3%
Canoeing	10,044	9,129	8,995	-10.4%	-1.5%
Snorkeling	8,752	7,815	7,659	-12.5%	-2.0%
Jet Skiing	6,355	5,324	5,108	-19.6%	-4.1%
Sailing	3,924	3,754	3,618	-7.8%	-3.6%
Stand-Up Paddling	2,751	3,453	3,562	29.5%	3.2%
Rafting	3,781	3,404	3,438	-9.1%	1.0%
Water Skiing	4,007	3,363	3,203	-20.1%	-4.8%
Surfing	2,721	2,874	2,964	8.9%	3.1%
Wakeboarding	3,125	2,796	2,729	-12.7%	-2.4%
Scuba Diving	3,145	2,849	2,715	-13.7%	-4.7%
Kayaking (Sea/Touring)	2,912	2,805	2,652	-8.9%	-5.5%
Kayaking (White Water)	2,351	2,562	2,583	9.9%	0.8%
Boardsailing/Windsurfing	1,562	1,556	1,405	-10.1%	-9.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 13:Water Sports / Activities Participatory Trends

1.3.3 NON-PARTICIPANT INTEREST BY AGE SEGMENT

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but is interested in participating in. Below are the top five activities that each age segment would be most likely to partake in, if they were readily available.

Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. All of these are deemed as low-impact activities, making them accessible for any age segment to enjoy.

6-12-Year-Olds
Fishing
Camping
Soccer
Martial Arts
Basketball

13-17-Year-Olds
Fishing
Camping
Working Out w/ Weights
Volleyball
Running/Jogging

18-24-Year-Olds
Camping
Fishing
Martial Arts
Volleyball
Kayaking

25-34-Year-Olds
Camping
Fitness Swimming
Bicycling
Fishing
Kayaking

35-44-Year-Olds
Fitness Swimming
Camping
Bicycling
Fishing
Hiking

45-54-Year-Olds
Bicycling
Fishing
Camping
Fitness Swimming
Hiking

55-64-Year-Olds
Bicycling
Fishing
Fitness Swimming
Camping
Hiking

65+ Year-Olds
Fishing
Fitness Swimming
Bicycling
Birdwatching/Wildlife Viewing
Working Out Using Machines

NATIONAL AND REGIONAL PROGRAMMING TRENDS
PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (GREAT LAKES REGION)

NRPA'S PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (GREAT LAKES REGION)

NRPA's *Agency Performance Review 2020* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,053 park and recreation agencies across the U.S. as reported between 2017 and 2019.

Great Lakes Region
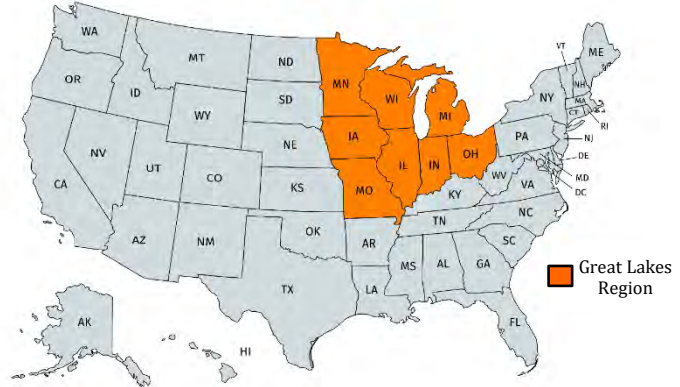
Based on this year's report, the typical agency (i.e., those at the median values) offers 187 programs annually, with roughly 64% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below **(Figure 16)**. A complete comparison of regional and national programs offered by agencies can be found in **Figure 17**.

When comparing Great Lakes agencies to the U.S. average, team sports, social recreation events, themed special events, health & wellness education, and fitness enhancement classes were all identified in the top five most commonly provided program areas offered regionally and nationally.

Top 5 Most Offered Core Program Areas	
(Offered by Parks and Recreation Agencies)	
Great Lakes (% of agencies offering)	**U.S. (% of agencies offering)**
• Themed Special Events (88%)	• Themed Special Events (88%)
• Social Recreation Events (86%)	• Team Sports (87%)
• Team Sports (85%)	• Social Recreation Events (87%)
• Health & Wellness Education (82%)	• Fitness Enhancement Classes (82%)
• Fitness Enhancement Classes (80%)	• Health & Wellness Education (81%)

Figure 14:Top 5 Core Program Areas

Overall, Great Lakes Region parks and recreation agencies are very similar to the U.S. average regarding program offerings. However, utilizing a discrepancy threshold of +/-5% (or more), Great Lakes agencies are currently offering Health & Wellness Education, Individual Sports, Safety Training, Performing Arts, Natural & Cultural History Activities, Visual Arts, Golf, and Running/Cycling races at a higher rate than the national average.

Core Program Areas Offered by Parks and Recreation Agencies
(precent of agencies)

Program Area	Great Lakes	U.S.
Themed Special Events	88%	88%
Social Recreation Events	86%	87%
Team Sports	85%	87%
Health & Wellness Education	82%	81%
Fitness Enhancement Classes	80%	82%
Individual Sports	75%	74%
Safety Training	73%	72%
Aquatics	69%	71%
Performing Arts	69%	64%
Racquet Sports	64%	67%
Cultural Crafts	61%	61%
Natural & Cultural History Activities	61%	59%
Trips & Tours	60%	63%
Visual Arts	60%	59%
Martial Arts	56%	60%
Golf	50%	47%
Running/Cycling Races	38%	35%

Figure 15:Programs Offered by Parks and Recreation Agencies

TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES

For a better understanding of targeted programs (programs that cater to a specific age segment, demographic, etc.), NRPA also tracks program offerings that are dedicated specifically to children, seniors, and people with disabilities. This allows for further analysis of these commonly targeted populations on a national and regional basis.

Based on information reported to the NRPA, the top three targeted programs offered by park and recreation agencies, nationally and regionally, are described in the table below **(Figure 18)**. A complete comparison of regional and national targeted program offerings can be found in **Figure 19**.

Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
Great Lakes (% of agencies offering)	U.S. (% of agencies offering)
• Summer Camp (81%)	• Summer Camp (83%)
• Senior Programs (76%)	• Senior Programs (78%)
• Teen Programs (62%)	• Teen Programs (65%)

Figure 16:Top 3 Core Target Program Areas

Agencies in the Great Lakes Region tend to offer targeted programs at a lower rate than the national average; however, Preschool Programs and Before School Programs are offered at a higher rate.
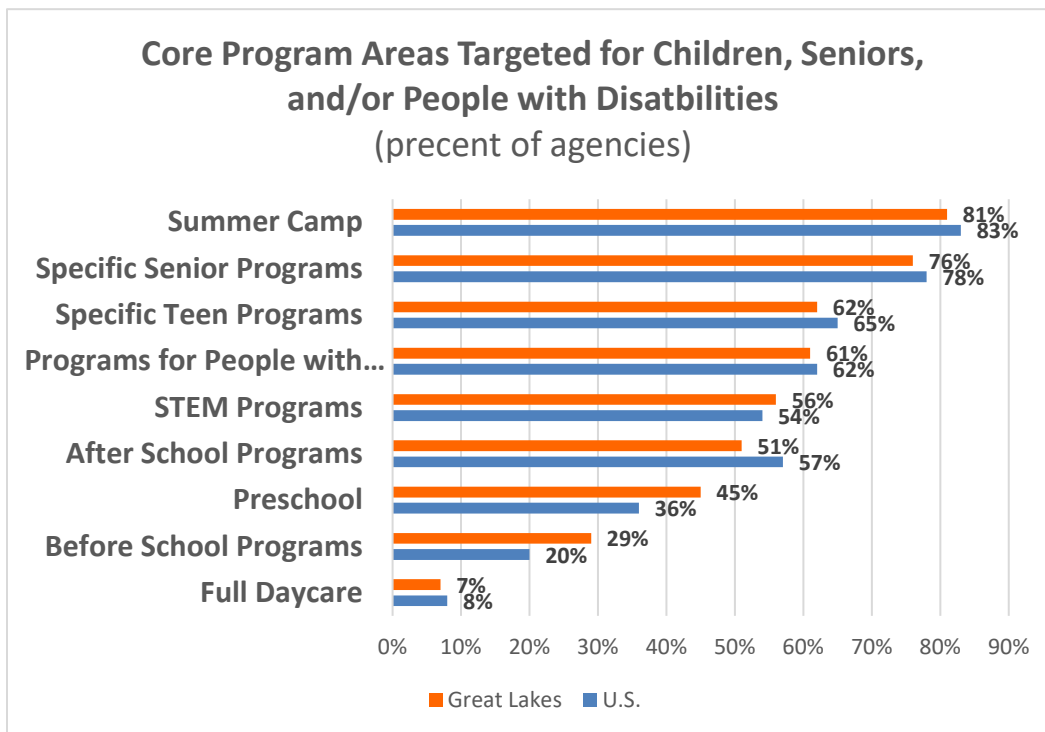
Figure 17:Targeted Programs for Children, Seniors, and People with Disabilities

1.3.4 LOCAL SPORT AND LEISURE MARKET POTENTIAL

MARKET POTENTIAL INDEX (MPI)

The following charts show sports and leisure market potential data for the City residents as provided by ESRI. The MPI measures the probable demand for a product or service within the City. The MPI shows the likelihood that an adult resident of the City will participate in certain activities when compared to the national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in four (4) categories: General Sports, Fitness, Outdoor Activity, and Commercial Recreation.

For each category, activities are listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents within the service area will actively participate in offerings provided by the City. Vice versa, below average MPI scores signal lower levels of participation for a given activity and may suggest where there is a need for certain recreational spaces, amenities, and/or programs.

GENERAL SPORTS MARKET POTENTIAL

The general sports MPI chart reveals that overall Davenport's residents are most likely to participate when it comes to Softball (105 MPI), Basketball (104 MPI), and Volleyball (101 MPI) when compared to the national average.
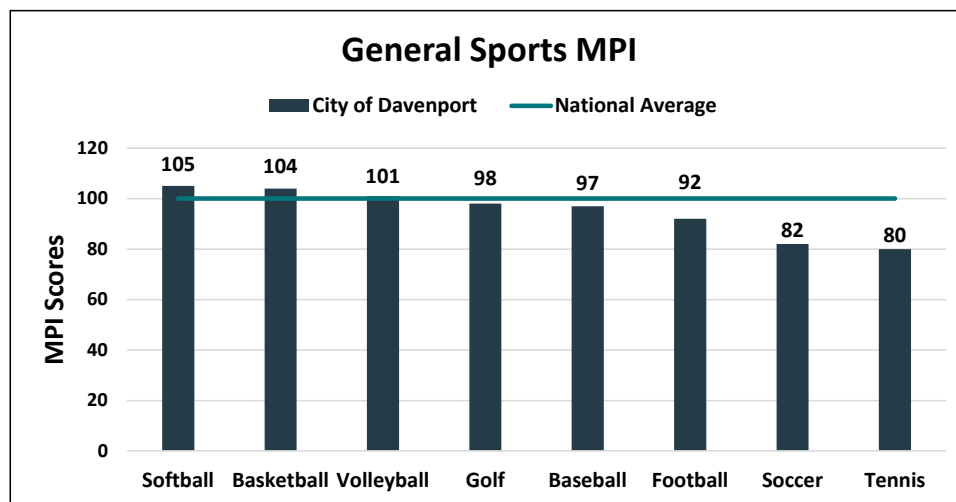
Figure 18: General Sports Participation Trends

FITNESS MARKET POTENTIAL

When analyzing **Figure 19**, Weight lifting (97 MPI), Walking for Exercise (96 MPI), and Swimming (92 MPI) scored the highest amongst all fitness activities. While Jogging/Running (86 MPI), Zumba (86 MPI), Pilates (85 MPI), Yoga (83 MPI), and Aerobics (82 MPI) rounded out the least participated in activities, all below the national average.
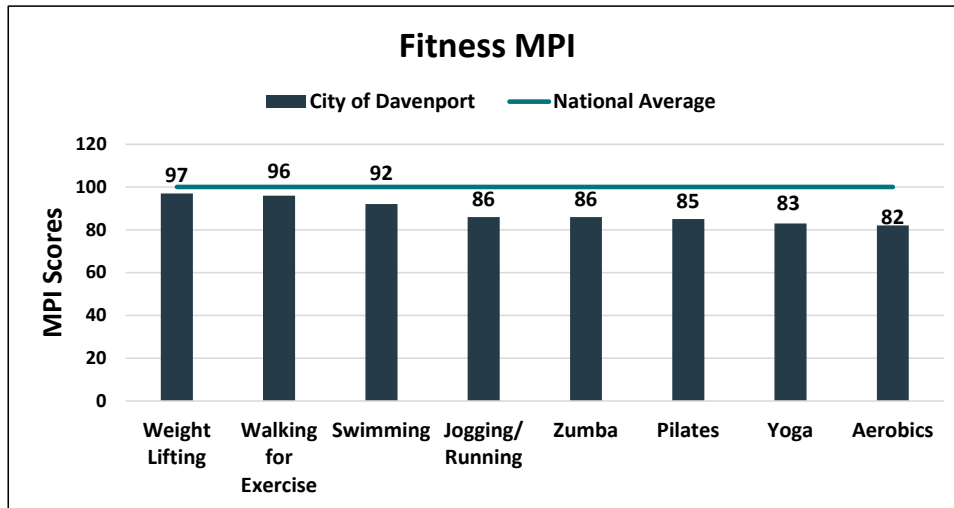
Figure 19: Fitness Participation Trends

OUTDOOR ACTIVITY MARKET POTENTIAL

The Outdoor Activity MPI chart reveals that overall Davenport's residents are most likely to participate in Fresh Water Fishing (103 MPI) and Horseback Riding (100 MPI). The lowest participation potential is with Hiking (84 MPI) and Salt Water Fishing (83 MPI).
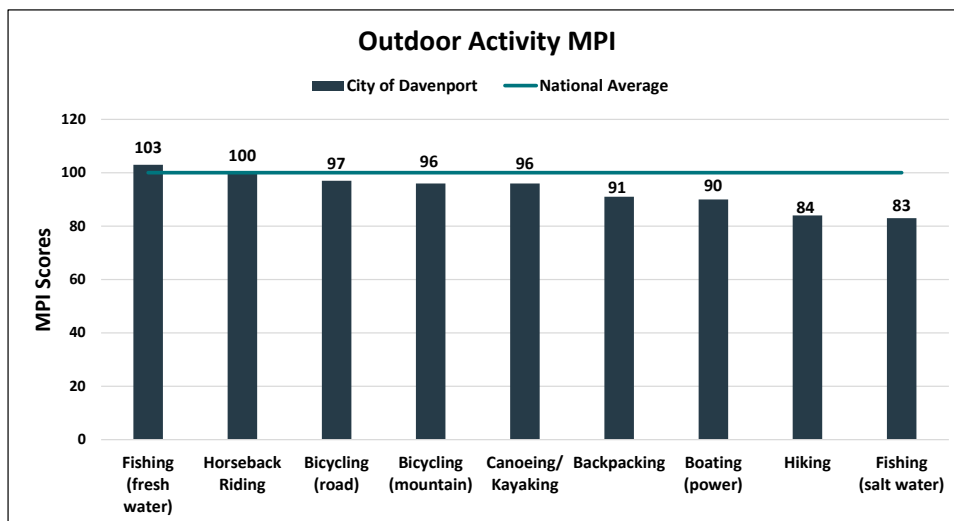
Figure 20: Outdoor Activity Participation Trends

COMMERCIAL RECREATION MARKET POTENTIAL

The commercial recreation MPI chart shows 'Spent $1-99 on sports/rec equipment (108 MPI), 'Did painting/drawing' (104 MPI), 'Went overnight camping' (102 MPI), and 'Played musical instrument' (102 MPI) as the top four activities among City residents when compared to the national average.

Commercial Recreation MPI
(Last 12 Months)

■ City of Davenport — National Average

Activity	MPI
Spent $1-99 on sports/rec equip	108
Did painting/drawing	104
Went overnight camping in last 12 months	102
Played musical instrument	102
Visited a zoo in the last 12 months	101
Attended country music performance	101
Did photo album/scrapbooking	100
Participate in indoor gardening/plant care	99
Attended sports event	93
Attended classical music/opera performance	93
Spent $250+ on sports/rec equip	91
Went Ice Skating in last 12 months	90
Visited an indoor water park in last 12 months	90
Went to museum	89
Danced/went dancing	89
Did photography	89
Went to art gallery	87
Attended dance performance	86
Spent $100-249 on sports/rec equip	85
Went to live theater	84
Visited a theme park in last 12 months	82

MPI Scores

Figure 21: Commercial Recreation Participation Trends

CHAPTER TWO -OPERATIONAL DISTRICTS BY MARKET ANALYSIS

2.1 INTRODUCTION

In addition to the initial Market Analysis, which looked specifically at the City's population in totality, PROS also completed a supplementary Market Analysis which focused on Davenport's Operational Districts. This analysis provides a more comprehensive breakdown of the Davenports populace in terms of specific Operational Districts.

2.2 METHODOLOGY

Similar to the original City Market Analysis, PROS analyzed demographic characteristics and local recreational trends for each of the four Operational Districts. The boundaries seen below in **Figures 22** were utilized for this Market Analysis.
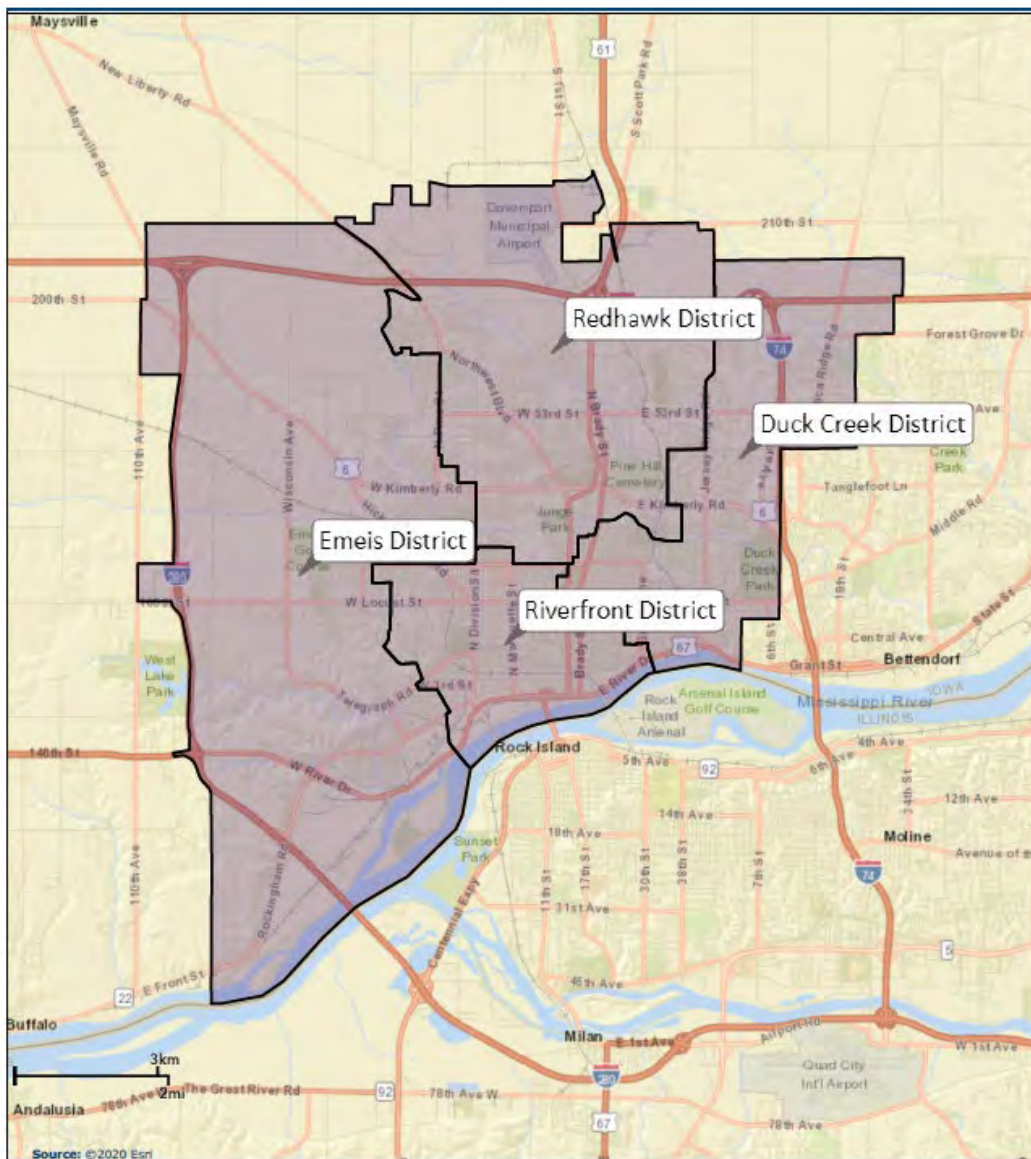
Figure 22: Operational Districts

2.3 DEMOGRAPHIC ANALYSIS COMPARISON

2.3.1 OPERATIONAL DISTRICT DEMOGRAPHICS

The table below is a summary of each Operational District's demographic figures (**see Figure 23**). These figures are then compared to the City and State populations. This type of analysis allows Davenport to see how each of the four Districts compare to each other as well as on a City and State scale. The highlighted cells represent key takeaways from the comparison between the Operational Districts and the City population.

| | = Represents 5%+ higher than the City Average |
| | = Represents 5%+ lower than the City Average |

2020 Demographic Comparison		Duck Creek District	Emeis District	Redhawk District	Riverfront District	Davenport	Iowa
Population	Annual Growth Rate (2010-2020)	0.49%	0.19%	0.57%	0.20%	0.36%	0.63%
	Projected Annual Growth Rate (2020-2035)	0.46%	0.21%	0.50%	0.23%	0.35%	0.56%
Households	Annual Growth Rate (2010-2020)	0.42%	0.23%	0.63%	0.31%	0.40%	0.64%
	Average Household Size	2.38	2.48	2.28	2.35	2.37	2.41
Age Segment Distribution	Ages 0-17	22%	25%	23%	22%	23%	22%
	Ages 18-34	24%	22%	25%	28%	25%	23%
	Ages 35-54	24%	24%	24%	24%	24%	24%
	Ages 55-74	23%	23%	21%	19%	21%	23%
	Ages 75+	7%	7%	7%	6%	7%	8%
Race Distribution	White Alone	80.3%	78.3%	75.8%	68.9%	75.9%	87.7%
	Black Alone	9.5%	9.7%	13.9%	16.6%	12.4%	4.1%
	American Indian	0.3%	0.4%	0.3%	0.6%	0.4%	0.4%
	Asian	3.2%	4.0%	3.9%	3.7%	3.7%	2.9%
	Pacific Islander	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
	Some other Race	2.0%	2.4%	2.0%	4.2%	2.7%	2.4%
	Two or More Races	4.4%	5.0%	4.1%	5.9%	4.8%	2.4%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	7.6%	8.4%	7.5%	14.0%	9.3%	6.5%
	All Others	92.4%	91.6%	92.5%	86.0%	90.7%	93.5%
Income Characteristics	Per Capita Income	$35,150	$25,574	$29,841	$21,615	$28,102	$31,912
	Median Household Income	$59,939	$50,925	$55,078	$39,356	$51,130	$59,343

Figure 23: Operational District Demographic Comparative Summary Table

2.3.2 DEMOGRAPHIC IMPLICATIONS

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for the City when analyzing the Operational Districts.

First, with the population expecting much less growth in Emeis District and Riverfront District, the Department should understand the level of service they provide within these Operational Districts. Updating parks and amenities within these Districts could spur growth. Likewise, if the level of service within the higher growth areas is appropriate, focus on maintaining what exists and address any unmet needs.

Second, income levels may indicate Districts where there is more disposable income and thus an opportunity to achieve or possibly exceed cost recovery goals. This could in turn help with programming in the lower income areas where it appears there may be less disposable income.

Finally, the City should ensure any financial assistance in access to facilities and programming is known by residents in the lower income Districts. This will aid in creating and continuing equity in access to quality of life assets

2.4 MARKET POTENTIAL INDEX COMPARISON

The following charts show sport and leisure market potential data for each of the four Operational Districts, as provided by ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the defined District. The MPI shows the likelihood that an adult resident living within a specific District will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. Each District is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and commercial recreation.

2.4.1 OPERATIONAL DISTRICT MPI COMPARISON

Collectively, the Operational Districts tend to have near average MPI scores. However, when assessing each Operational District individually, Redhawk District demonstrates an above average MPI scores across all four recreation categories which is more than the other Districts. This is particularly noticeable when analyzing the fitness MPI chart.

These near or below average MPI scores show that certain Districts have a rather limited participation presence when it comes to specific recreational activities. This becomes significant when the Parks and Recreation Department considers starting up new programs or building new facilities, giving them a strong tool to estimate resident attendance and participation.

Districts with scores at or above the national average are highlighted for easy identification is a teal color. The tables below help identify Districts where there is a higher proclivity to participate

GENERAL SPORTS MARKET POTENTIAL

The general sports MPI chart reveals that overall Davenport residents are most active in Softball, Basketball, and Volleyball when compared to the national average. All three of these activities scored 94 MPI or higher across all four Districts. This chart also identifies Redhawk District as being most likely to participate in general sports, followed by Duck Creek & Riverfront District.

Activity	Duck Creek District	Emeis District	Redhawk District	Riverfront District	Davenport MPI	National Average
Baseball	93	95	100	93	97	100
Basketball	101	94	107	101	104	100
Football	88	98	97	88	92	100
Golf	78	94	105	78	98	100
Soccer	92	67	80	92	82	100
Softball	110	109	103	110	105	100
Tennis	84	57	78	84	80	100
Volleyball	107	99	97	107	101	100

Figure 24: District General Sports Participation Trends

FITNESS MARKET POTENTIAL

When analyzing the fitness MPI chart, averaging each activity potential, walking for exercise and weight lifting appears to be the most popular activity having 100+ MPI score. However, in Redhawk District weight lifting and swimming are the most popular activity.

Activity	Duck Creek District	Emeis District	Redhawk District	Riverfront District	Davenport MPI	National Average
Aerobics	69	78	89	69	82	100
Jogging/Running	66	82	95	66	86	100
Pilates	82	68	85	82	85	100
Swimming	74	87	100	74	92	100
Walking for Exercise	81	96	99	81	96	100
Weight Lifting	78	94	107	78	97	100
Yoga	63	81	93	63	83	100
Zumba	84	86	93	84	86	100

Figure 25: District Fitness Participation Trends

OUTDOOR ACTIVITY MARKET POTENTIAL

The outdoor activity chart exhibits slightly higher participation potential than fitness. The most popular activity in three districts is fresh water fishing. Redhawk District has the highest participation averages for all activities except in fresh water fishing and horseback riding.

Activity	Duck Creek District	Emeis District	Redhawk District	Riverfront District	Davenport MPI	National Average
Backpacking	79	86	95	79	91	100
Bicycling (mountain)	86	92	100	86	96	100
Bicycling (road)	80	94	101	80	97	100
Boating (power)	73	86	100	73	90	100
Canoeing/Kayaking	82	88	100	82	96	100
Fishing (fresh water)	103	104	99	103	103	100
Fishing (salt water)	71	80	92	71	83	100
Hiking	59	78	94	59	84	100
Horseback Riding	102	99	95	102	100	100

Figure 26: District Outdoor Activity Participation Trends

COMMERCIAL RECREATION MARKET POTENTIAL

When analyzing the commercial recreation MPI chart, 'Spent $1-99 on sports/rec equipment' scored 100+ amongst all four Districts, making it the most participated in commercial recreation activity when compared to the nation average.

Activity	Duck Creek District	Emeis District	Redhawk District	Riverfront District	Davenport MPI	National Average
Attended classical music/opera performance	91	66	92	91	93	100
Attended country music performance	93	102	98	93	101	100
Attended dance performance	82	82	85	82	86	100
Attended sports event	77	90	97	77	93	100
Danced/went dancing	90	81	87	90	89	100
Did painting/drawing	92	103	113	92	104	100
Did photo album/scrapbooking	87	99	110	87	100	100
Did photography	72	90	94	72	89	100
Participate in indoor gardening/plant care	96	99	95	96	99	100
Played musical instrument	97	96	101	97	102	100
Spent $1-99 on sports/rec equip	105	107	104	105	108	100
Spent $250+ on sports/rec equip	71	95	97	71	91	100
Spent $100-249 on sports/rec equip	71	84	93	71	85	100
Visited a theme park in last 12 months	65	83	91	65	82	100
Visited a zoo in the last 12 months	87	95	109	87	101	100
Visited an indoor water park in last 12 months	92	86	86	92	90	100
Went Ice Skating in last 12 months	77	72	103	77	90	100
Went overnight camping in last 12 months	90	108	104	90	102	100
Went to art gallery	77	74	90	77	87	100
Went to live theater	60	80	91	60	84	100
Went to museum	71	76	99	71	89	100

Figure 27: District Commercial Recreation Participation Trends

2.5 APPENDIX A- CORE VS. CASUAL PARTICIPATION TRENDS

2.5.1 GENERAL SPORTS

Activity	Participation Levels						% Change	
National Core vs Casual Participatory Trends - General Sports								
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Golf (9 or 18-Hole Course)	24,720	100%	23,829	100%	N/A	100%	N/A	N/A
Basketball	23,669	100%	23,401	100%	24,225	100%	2.3%	3.5%
Casual (1-12 times)	6,998	30%	8,546	37%	9,335	39%	33.4%	9.2%
Core(13+ times)	16,671	70%	14,856	63%	14,890	61%	-10.7%	0.2%
Tennis	17,678	100%	17,683	100%	17,841	100%	0.9%	0.9%
Baseball	13,284	100%	15,642	100%	15,877	100%	19.5%	1.5%
Casual (1-12 times)	4,201	32%	6,405	41%	6,563	41%	56.2%	2.5%
Core (13+ times)	9,083	68%	9,238	59%	9,314	59%	2.5%	0.8%
Soccer (Outdoor)	12,726	100%	11,924	100%	11,405	100%	-10.4%	-4.4%
Casual (1-25 times)	6,532	51%	6,665	56%	6,430	56%	-1.6%	-3.5%
Core (26+ times)	6,194	49%	5,259	44%	4,975	44%	-19.7%	-5.4%
Softball (Slow Pitch)	6,868	100%	7,283	100%	7,386	100%	7.5%	1.4%
Casual (1-12 times)	2,685	39%	3,060	42%	3,281	44%	22.2%	7.2%
Core(13+ times)	4,183	61%	4,223	58%	4,105	56%	-1.9%	-2.8%
Badminton	7,150	100%	6,430	100%	6,337	100%	-11.4%	-1.4%
Casual (1-12 times)	4,834	68%	4,564	71%	4,555	72%	-5.8%	-0.2%
Core(13+ times)	2,316	32%	1,867	29%	1,782	28%	-23.1%	-4.6%
Volleyball (Court)	6,433	100%	6,317	100%	6,317	100%	-1.8%	0.0%
Casual (1-12 times)	2,715	42%	2,939	47%	2,867	45%	5.6%	-2.4%
Core(13+ times)	3,718	58%	3,378	53%	3,450	55%	-7.2%	2.1%
Football, Flag	5,610	100%	6,551	100%	6,572	100%	17.1%	0.3%
Casual (1-12 times)	2,813	50%	3,572	55%	3,573	54%	27.0%	0.0%
Core(13+ times)	2,797	50%	2,979	45%	2,999	46%	7.2%	0.7%
Core Age 6 to 17 (13+ times)	1,363	50%	1,565	55%	1,578	54%	15.8%	0.8%
Football, Touch	7,140	100%	5,629	100%	5,517	100%	-22.7%	-2.0%
Casual (1-12 times)	3,952	55%	3,332	59%	3,313	60%	-16.2%	-0.6%
Core(13+ times)	3,188	45%	2,297	41%	2,204	40%	-30.9%	-4.0%
Volleyball (Sand/Beach)	4,769	100%	4,947	100%	4,770	100%	0.0%	-3.6%
Casual (1-12 times)	3,261	68%	3,544	72%	3,261	68%	0.0%	-8.0%
Core(13+ times)	1,509	32%	1,403	28%	1,509	32%	0.0%	7.6%
Football, Tackle	6,165	100%	5,224	100%	5,157	100%	-16.4%	-1.3%
Casual (1-25 times)	2,601	42%	2,145	41%	2,258	44%	-13.2%	5.3%
Core(26+ times)	3,564	58%	3,078	59%	2,898	56%	-18.7%	-5.8%
Core Age 6 to 17 (26+ times)	2,586	42%	2,427	41%	2,353	44%	-9.0%	-3.0%
Gymnastics	4,972	100%	4,805	100%	4,770	100%	-4.1%	-0.7%
Casual (1-49 times)	3,209	65%	3,139	65%	3,047	64%	-5.0%	-2.9%
Core(50+ times)	1,763	35%	1,666	35%	1,723	36%	-2.3%	3.4%
Soccer (Indoor)	4,803	100%	5,399	100%	5,233	100%	9.0%	-3.1%
Casual (1-12 times)	1,967	41%	2,657	49%	2,452	47%	24.7%	-7.7%
Core(13+ times)	2,836	59%	2,742	51%	2,782	53%	-1.9%	1.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

2.5.2 GENERAL SPORTS (CONTINUED)

Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Track and Field	**4,071**	**100%**	**4,161**	**100%**	**4,143**	**100%**	**1.8%**	**-0.4%**
Casual (1-25 times)	1,808	44%	2,040	49%	2,071	50%	14.5%	1.5%
Core (26+ times)	2,263	56%	2,121	51%	2,072	50%	-8.4%	-2.3%
Cheerleading	**3,235**	**100%**	**3,816**	**100%**	**3,841**	**100%**	**18.7%**	**0.7%**
Casual (1-25 times)	1,669	52%	2,164	57%	2,039	53%	22.2%	-5.8%
Core (26+ times)	1,566	48%	1,653	43%	1,802	47%	15.1%	9.0%
Ultimate Frisbee	**5,077**	**100%**	**3,126**	**100%**	**2,710**	**100%**	**-46.6%**	**-13.3%**
Casual (1-12 times)	3,715	73%	2,270	73%	1,852	68%	-50.1%	-18.4%
Core (13+ times)	1,363	27%	856	27%	858	32%	-37.1%	0.2%
Racquetball	**3,824**	**100%**	**3,526**	**100%**	**3,480**	**100%**	**-9.0%**	**-1.3%**
Casual (1-12 times)	2,569	67%	2,451	70%	2,407	69%	-6.3%	-1.8%
Core (13+ times)	1,255	33%	1,075	30%	1,073	31%	-14.5%	-0.2%
Pickleball	**N/A**	**100%**	**3,132**	**100%**	**3,301**	**100%**	**N/A**	**5.4%**
Ice Hockey	**2,393**	**100%**	**2,544**	**100%**	**2,447**	**100%**	**2.3%**	**-3.8%**
Casual (1-12 times)	1,093	46%	1,227	48%	1,105	45%	1.1%	-9.9%
Core (13+ times)	1,300	54%	1,317	52%	1,342	55%	3.2%	1.9%
Softball (Fast Pitch)	**2,498**	**100%**	**2,309**	**100%**	**2,303**	**100%**	**-7.8%**	**-0.3%**
Casual (1-25 times)	1,117	45%	1,077	47%	1,084	47%	-3.0%	0.6%
Core (26+ times)	1,381	55%	1,232	53%	1,219	53%	-11.7%	-1.1%
Lacrosse	**1,813**	**100%**	**2,171**	**100%**	**2,098**	**100%**	**15.7%**	**-3.4%**
Casual (1-12 times)	914	50%	1,142	53%	1,036	49%	13.3%	-9.3%
Core (13+ times)	899	50%	1,030	47%	1,061	51%	18.0%	3.0%
Roller Hockey	**1,298**	**100%**	**1,834**	**100%**	**1,734**	**100%**	**33.6%**	**-5.5%**
Casual (1-12 times)	841	65%	1,419	77%	1,296	75%	54.1%	-8.7%
Core (13+ times)	457	35%	415	23%	437	25%	-4.4%	5.3%
Wrestling	**1,829**	**100%**	**1,896**	**100%**	**1,908**	**100%**	**4.3%**	**0.6%**
Casual (1-25 times)	948	52%	1,179	62%	1,160	61%	22.4%	-1.6%
Core (26+ times)	881	48%	717	38%	748	39%	-15.1%	4.3%
Rugby	**1,183**	**100%**	**1,621**	**100%**	**1,560**	**100%**	**31.9%**	**-3.8%**
Casual (1-7 times)	756	64%	1,097	68%	998	64%	32.0%	-9.0%
Core (8+ times)	427	36%	524	32%	562	36%	31.6%	7.3%
Squash	**1,414**	**100%**	**1,492**	**100%**	**1,285**	**100%**	**-9.1%**	**-13.9%**
Casual (1-7 times)	1,082	77%	1,044	70%	796	62%	-26.4%	-23.8%
Core (8+ times)	332	23%	447	30%	489	38%	47.3%	9.4%
Field Hockey		**100%**	**1,596**	**100%**		**100%**	**#DIV/0!**	**-100.0%**
Casual (1-7 times)		#DIV/0!	897	56%		#DIV/0!	#DIV/0!	-100.0%
Core (8+ times)		#DIV/0!	700	44%		#DIV/0!	#DIV/0!	-100.0%
Boxing for Competition	**1,134**	**100%**	**1,368**	**100%**	**1,310**	**100%**	**15.5%**	**-4.2%**
Casual (1-12 times)	982	87%	1,168	85%	1,118	85%	13.8%	-4.3%
Core (13+ times)	152	13%	199	15%	192	15%	26.3%	-3.5%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

2.5.3 GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness								
	Participation Levels						% Change	
Activity	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Fitness Walking	**117,351**	**100%**	**110,805**	**100%**	**111,001**	**100%**	**-5.4%**	**0.2%**
Casual (1-49 times)	37,538	32%	35,326	32%	36,139	33%	-3.7%	2.3%
Core(50+ times)	79,813	68%	75,479	68%	74,862	67%	-6.2%	-0.8%
Treadmill	**48,166**	**100%**	**52,966**	**100%**	**53,737**	**100%**	**11.6%**	**1.5%**
Casual (1-49 times)	21,747	45%	24,444	46%	25,826	48%	18.8%	5.7%
Core(50+ times)	26,419	55%	28,523	54%	27,911	52%	5.6%	-2.1%
Free Weights (Dumbbells/Hand Weights)	**58,267**	**100%**	**52,217**	**100%**	**51,291**	**100%**	**-12.0%**	**-1.8%**
Casual (1-49 times)	18,891	32%	18,866	36%	18,702	36%	-1.0%	-0.9%
Core(50+ times)	39,376	68%	33,351	64%	32,589	64%	-17.2%	-2.3%
Running/Jogging	**54,188**	**100%**	**50,770**	**100%**	**49,459**	**100%**	**-8.7%**	**-2.6%**
Casual (1-49 times)	24,345	45%	24,004	47%	24,399	49%	0.2%	1.6%
Core(50+ times)	29,843	55%	26,766	53%	25,061	51%	-16.0%	-6.4%
Stationary Cycling (Recumbent/Upright)	**35,247**	**100%**	**36,035**	**100%**	**36,668**	**100%**	**4.0%**	**1.8%**
Casual (1-49 times)	18,311	52%	18,447	51%	19,282	53%	5.3%	4.5%
Core(50+ times)	16,936	48%	17,588	49%	17,387	47%	2.7%	-1.1%
Weight/Resistant Machines	**36,267**	**100%**	**36,291**	**100%**	**36,372**	**100%**	**0.3%**	**0.2%**
Casual (1-49 times)	14,857	41%	14,496	40%	14,893	41%	0.2%	2.7%
Core(50+ times)	21,410	59%	21,795	60%	21,479	59%	0.3%	-1.4%
Stretching	**N/A**	**N/A**	**33,195**	**100%**	**N/A**	**N/A**	**N/A**	**N/A**
Casual (1-49 times)	N/A	N/A	10,095	30%	N/A	N/A	N/A	N/A
Core(50+ times)	N/A	N/A	23,100	70%	N/A	N/A	N/A	N/A
Elliptical Motion Trainer*	**30,410**	**100%**	**32,283**	**100%**	**33,238**	**100%**	**9.3%**	**3.0%**
Casual (1-49 times)	14,770	49%	15,854	49%	16,889	51%	14.3%	6.5%
Core(50+ times)	15,640	51%	16,430	51%	16,349	49%	4.5%	-0.5%
Free Weights (Barbells)	**25,641**	**100%**	**27,444**	**100%**	**27,834**	**100%**	**8.6%**	**1.4%**
Casual (1-49 times)	9,613	37%	10,868	40%	11,355	41%	18.1%	4.5%
Core(50+ times)	16,028	63%	16,576	60%	16,479	59%	2.8%	-0.6%
Yoga	**24,310**	**100%**	**27,354**	**100%**	**28,745**	**100%**	**18.2%**	**5.1%**
Casual (1-49 times)	14,129	58%	16,454	60%	17,553	61%	24.2%	6.7%
Core(50+ times)	10,182	42%	10,900	40%	11,193	39%	9.9%	2.7%
Calisthenics/Bodyweight Exercise	**N/A**	**N/A**	**24,454**	**100%**	**24,183**	**100%**	**N/A**	**-1.1%**
Casual (1-49 times)	N/A	N/A	10,095	41%	9,674	40%	N/A	-4.2%
Core(50+ times)	N/A	N/A	14,359	59%	14,509	60%	N/A	1.0%
Choreographed Exercise	**N/A**	**N/A**	**22,616**	**100%**	**22,391**	**100%**	**N/A**	**-1.0%**
Casual (1-49 times)	N/A	N/A	14,867	66%	14,503	65%	N/A	-2.4%
Core(50+ times)	N/A	N/A	7,748	34%	7,888	35%	N/A	1.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

*Cardio Cross Trainer is merged to Elliptical Motion Trainer

2.5.4 GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	**Participation Levels**						**% Change**	
	2013		**2017**		**2018**		**5-Year Trend**	**1-Year Trend**
	#	**%**	**#**	**%**	**#**	**%**		
Aerobics (High Impact)	17,323	100%	21,476	100%	21,611	100%	24.8%	0.6%
Casual (1-49 times)	8,986	52%	12,105	56%	11,828	55%	31.6%	-2.3%
Core(50+ times)	8,337	48%	9,370	44%	9,783	45%	17.3%	4.4%
Stair Climbing Machine	12,642	100%	14,948	100%	15,025	100%	18.8%	0.5%
Casual (1-49 times)	7,365	58%	9,501	64%	9,643	64%	30.9%	1.5%
Core(50+ times)	5,277	42%	5,447	36%	5,382	36%	2.0%	-1.2%
Cross-Training Style Workout	N/A	100%	13,622	100%	13,338	100%	N/A	-2.1%
Casual (1-49 times)	N/A	N/A	6,890	51%	6,594	49%	N/A	-4.3%
Core(50+ times)	N/A	N/A	6,732	49%	6,744	51%	N/A	0.2%
Stationary Cycling (Group)	8,309	100%	9,409	100%	9,434	100%	13.5%	0.3%
Casual (1-49 times)	5,253	63%	6,023	64%	6,097	65%	16.1%	1.2%
Core(50+ times)	3,056	37%	3,386	36%	3,337	35%	9.2%	-1.4%
Pilates Training	8,069	100%	9,047	100%	9,084	100%	12.6%	0.4%
Casual (1-49 times)	4,782	59%	5,698	63%	5,845	64%	22.2%	2.6%
Core(50+ times)	3,287	41%	3,348	37%	3,238	36%	-1.5%	-3.3%
Trail Running	6,792	100%	9,149	100%	10,010	100%	47.4%	9.4%
Cardio Kickboxing	6,311	100%	6,693	100%	6,838	100%	8.4%	2.2%
Casual (1-49 times)	4,088	65%	4,671	70%	4,712	69%	15.3%	0.9%
Core(50+ times)	2,223	35%	2,022	30%	2,126	31%	-4.4%	5.1%
Boot Camp Style Training	6,911	100%	6,651	100%	6,695	100%	-3.1%	0.7%
Casual (1-49 times)	4,490	65%	4,637	70%	4,780	71%	6.5%	3.1%
Core(50+ times)	2,421	35%	2,014	30%	1,915	29%	-20.9%	-4.9%
Martial Arts	5,314	100%	5,838	100%	5,821	100%	9.5%	-0.3%
Casual (1-12 times)	1,533	29%	2,021	35%	1,991	34%	29.9%	-1.5%
Core(13+ times)	3,781	71%	3,816	65%	3,830	66%	1.3%	0.4%
Boxing for Fitness	5,251	100%	5,157	100%	5,166	100%	-1.6%	0.2%
Casual (1-12 times)	2,538	48%	2,738	53%	2,714	53%	6.9%	-0.9%
Core(13+ times)	2,713	52%	2,419	47%	2,452	47%	-9.6%	1.4%
Tai Chi	3,469	100%	3,787	100%	3,761	100%	8.4%	-0.7%
Casual (1-49 times)	2,019	58%	2,329	61%	2,360	63%	16.9%	1.3%
Core(50+ times)	1,450	42%	1,458	39%	1,400	37%	-3.4%	-4.0%
Barre	2,901	100%	3,436	100%	3,532	100%	21.8%	2.8%
Casual (1-49 times)	2,276	78%	2,701	79%	2,750	78%	20.8%	1.8%
Core(50+ times)	625	22%	735	21%	782	22%	25.1%	6.4%
Triathlon (Traditional/Road)	2,262	100%	2,162	100%	2,168	100%	-4.2%	0.3%
Triathlon (Non-Traditional/Off Road)	1,390	100%	1,878	100%	1,589	100%	14.3%	-15.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

2.5.5 OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	**34,378**	**100%**	**44,900**	**100%**	**47,860**	**100%**	**39.2%**	**6.6%**
Bicycling (Road)	**40,888**	**100%**	**38,866**	**100%**	**39,041**	**100%**	**-4.5%**	**0.5%**
Casual (1-25 times)	19,470	48%	20,212	52%	20,777	53%	6.7%	2.8%
Core(26+ times)	21,417	52%	18,654	48%	18,264	47%	-14.7%	-2.1%
Fishing (Freshwater)	**37,796**	**100%**	**38,346**	**100%**	**38,998**	**100%**	**3.2%**	**1.7%**
Casual (1-7 times)	20,067	53%	19,977	52%	21,099	54%	5.1%	5.6%
Core(8+ times)	17,729	47%	18,369	48%	17,899	46%	1.0%	-2.6%
Camping (< 1/4 Mile of Vehicle/Home)	**29,269**	**100%**	**26,262**	**100%**	**27,416**	**100%**	**-6.3%**	**4.4%**
Camping (Recreational Vehicle)	**14,556**	**100%**	**16,159**	**100%**	**15,980**	**100%**	**9.8%**	**-1.1%**
Casual (1-7 times)	7,895	54%	9,332	58%	9,103	57%	15.3%	-2.5%
Core(8+ times)	6,661	46%	6,826	42%	6,877	43%	3.2%	0.7%
Fishing (Saltwater)	**11,790**	**100%**	**13,062**	**100%**	**12,830**	**100%**	**8.8%**	**-1.8%**
Casual (1-7 times)	7,060	60%	7,625	58%	7,636	60%	8.2%	0.1%
Core(8+ times)	4,730	40%	5,437	42%	5,194	40%	9.8%	-4.5%
Birdwatching (>1/4 mile of Vehicle/Home)	**14,152**	**100%**	**12,296**	**100%**	**12,344**	**100%**	**-12.8%**	**0.4%**
Backpacking Overnight	**9,069**	**100%**	**10,975**	**100%**	**10,540**	**100%**	**16.2%**	**-4.0%**
Bicycling (Mountain)	**8,542**	**100%**	**8,609**	**100%**	**8,690**	**100%**	**1.7%**	**0.9%**
Casual (1-12 times)	3,751	44%	4,389	51%	4,294	49%	14.5%	-2.2%
Core(13+ times)	4,791	56%	4,220	49%	4,396	51%	-8.2%	4.2%
Archery	**7,647**	**100%**	**7,769**	**100%**	**7,654**	**100%**	**0.1%**	**-1.5%**
Casual (1-25 times)	6,337	83%	6,602	85%	6,514	85%	2.8%	-1.3%
Core(26+ times)	1,310	17%	1,167	15%	1,140	15%	-13.0%	-2.3%
Fishing (Fly)	**5,878**	**100%**	**6,791**	**100%**	**6,939**	**100%**	**18.1%**	**2.2%**
Casual (1-7 times)	3,761	64%	4,448	65%	4,460	64%	18.6%	0.3%
Core(8+ times)	2,117	36%	2,344	35%	2,479	36%	17.1%	5.8%
Skateboarding	**6,350**	**100%**	**6,382**	**100%**	**6,500**	**100%**	**2.4%**	**1.8%**
Casual (1-25 times)	3,702	58%	3,970	62%	3,989	61%	7.8%	0.5%
Core(26+ times)	2,648	42%	2,411	38%	2,511	39%	-5.2%	4.1%
Roller Skating (In-Line)	**6,129**	**100%**	**5,268**	**100%**	**5,040**	**100%**	**-17.8%**	**-4.3%**
Casual (1-12 times)	4,249	69%	3,853	73%	3,680	73%	-13.4%	-4.5%
Core(13+ times)	1,880	31%	1,415	27%	1,359	27%	-27.7%	-4.0%
Bicycling (BMX)	**2,168**	**100%**	**3,413**	**100%**	**3,439**	**100%**	**58.6%**	**0.8%**
Casual (1-12 times)	1,129	52%	2,039	60%	2,052	60%	81.8%	0.6%
Core(13+ times)	1,039	48%	1,374	40%	1,387	40%	33.5%	0.9%
Adventure Racing	**2,095**	**100%**	**2,529**	**100%**	**2,215**	**100%**	**5.7%**	**-12.4%**
Casual (1 times)	901	43%	899	36%	581	26%	-35.5%	-35.4%
Core(2+ times)	1,194	57%	1,630	64%	1,634	74%	36.9%	0.2%
Climbing (Traditional/Ice/Mountaineering)	**2,319**	**100%**	**2,527**	**100%**	**2,541**	**100%**	**9.6%**	**0.6%**
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

2.5.6 AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	**26,354**	**100%**	**27,135**	**100%**	**27,575**	**100%**	**4.6%**	**1.6%**
Casual (1-49 times)	16,912	64%	18,319	68%	18,728	68%	10.7%	2.2%
Core(50+ times)	9,442	36%	8,815	32%	8,847	32%	-6.3%	0.4%
Aquatic Exercise	**8,483**	**100%**	**10,459**	**100%**	**10,518**	**100%**	**24.0%**	**0.6%**
Casual (1-49 times)	5,281	62%	7,222	69%	7,391	70%	40.0%	2.3%
Core(50+ times)	3,202	38%	3,237	31%	3,127	30%	-2.3%	-3.4%
Swimming (Competition)	**2,638**	**100%**	**3,007**	**100%**	**3,045**	**100%**	**15.4%**	**1.3%**
Casual (1-49 times)	1,153	44%	1,664	55%	1,678	55%	45.5%	0.8%
Core(50+ times)	1,485	56%	1,343	45%	1,367	45%	-7.9%	1.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

2.5.7 WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2013		2017		2018		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Canoeing	**10,153**	**100%**	**9,220**	**100%**	**9,129**	**100%**	**-10.1%**	**-1.0%**
Kayaking (Recreational)	**8,716**	**100%**	**10,533**	**100%**	**11,017**	**100%**	**26.4%**	**4.6%**
Snorkeling	**8,700**	**100%**	**8,384**	**100%**	**7,815**	**100%**	**-10.2%**	**-6.8%**
Casual (1-7 times)	6,893	79%	6,721	80%	6,321	81%	-8.3%	-6.0%
Core(8+ times)	1,807	21%	1,663	20%	1,493	19%	-17.4%	-10.2%
Jet Skiing	**6,413**	**100%**	**5,418**	**100%**	**5,324**	**100%**	**-17.0%**	**-1.7%**
Casual (1-7 times)	4,407	69%	3,928	72%	3,900	73%	-11.5%	-0.7%
Core(8+ times)	2,006	31%	1,490	28%	1,425	27%	-29.0%	-4.4%
Sailing	**3,915**	**100%**	**3,974**	**100%**	**3,754**	**100%**	**-4.1%**	**-5.5%**
Casual (1-7 times)	2,682	69%	2,720	68%	2,596	69%	-3.2%	-4.6%
Core(8+ times)	1,233	31%	1,254	32%	1,159	31%	-6.0%	-7.6%
Water Skiing	**4,202**	**100%**	**3,572**	**100%**	**3,363**	**100%**	**-20.0%**	**-5.9%**
Casual (1-7 times)	3,069	73%	2,575	72%	2,499	74%	-18.6%	-3.0%
Core(8+ times)	1,133	27%	997	28%	863	26%	-23.8%	-13.4%
Rafting	**3,836**	**100%**	**3,479**	**100%**	**3,754**	**100%**	**-2.1%**	**7.9%**
Stand-Up Paddling	**1,993**	**100%**	**3,325**	**100%**	**3,453**	**100%**	**73.3%**	**3.8%**
Kayaking (Sea/Touring)	**2,694**	**100%**	**2,955**	**100%**	**2,805**	**100%**	**4.1%**	**-5.1%**
Scuba Diving	**3,174**	**100%**	**2,874**	**100%**	**2,849**	**100%**	**-10.2%**	**-0.9%**
Casual (1-7 times)	2,351	74%	2,113	74%	2,133	75%	-9.3%	0.9%
Core(8+ times)	823	26%	761	26%	716	25%	-13.0%	-5.9%
Wakeboarding	**3,316**	**100%**	**3,005**	**100%**	**2,796**	**100%**	**-15.7%**	**-7.0%**
Casual (1-7 times)	2,306	70%	2,101	70%	1,900	68%	-17.6%	-9.6%
Core(8+ times)	1,010	30%	903	30%	896	32%	-11.3%	-0.8%
Surfing	**2,658**	**100%**	**2,680**	**100%**	**2,874**	**100%**	**8.1%**	**7.2%**
Casual (1-7 times)	1,629	61%	1,705	64%	1,971	69%	21.0%	15.6%
Core(8+ times)	1,029	39%	975	36%	904	31%	-12.1%	-7.3%
Kayaking (White Water)	**2,146**	**100%**	**2,500**	**100%**	**2,562**	**100%**	**19.4%**	**2.5%**
Boardsailing/Windsurfing	**1,324**	**100%**	**1,573**	**100%**	**1,556**	**100%**	**17.5%**	**-1.1%**
Casual (1-7 times)	10,960	828%	1,289	82%	1,245	80%	-88.6%	-3.4%
Core(8+ times)	234	-728%	284	18%	310	20%	32.5%	9.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)