



CHAPTER ONE – DEMOGRAPHIC & RECREATION TRENDS ANALYSIS

1.1 INTRODUCTION

A key component of the Parks & Recreation Strategic Master Plan (“Plan”) is a Demographic & Recreation Trends Analysis. The purpose of this analysis is to provide the Department of Parks and Recreation (“Department”) insight into the general makeup of the population they serve and identify market trends in recreation. It also helps quantify the market in and around the Town of Whitestown (“Town”) and assists in providing a better understand of the types of parks, facilities, and programs / services that are most appropriate to satisfy the needs of residents.

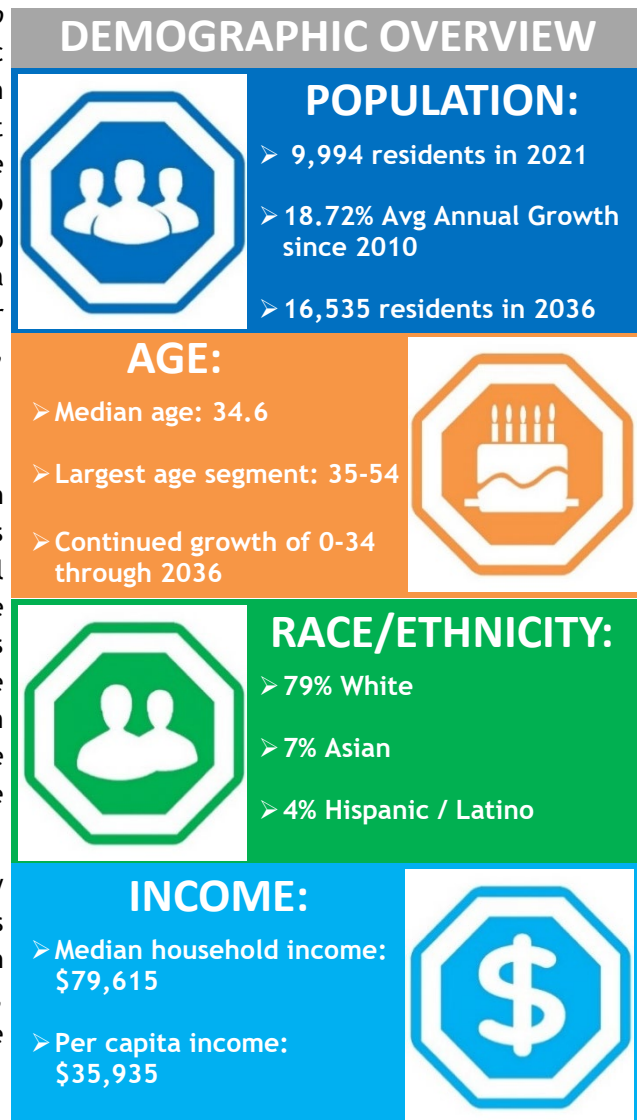


This analysis is two-fold - it aims to answer the *who* and the *what*. First, it assesses the demographic characteristics and population projections of Town residents to understand *who* the Department serves. Secondly, recreational trends are examined on a national and local level to understand *what* the population served wants to do. Findings from this analysis establish a fundamental understanding that provide a basis for prioritizing the community need for parks, trails, facilities, and recreation programs.

1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the Town of Whitestown, Indiana. This assessment is reflective of the Town’s total population and its key characteristics such as age segments, race, ethnicity, and income levels. 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.

The infographic to the right provides an overview of the Town’s populace based on current estimates of the 2021 population. A further analysis of each of these demographic characteristics (population, age segments, race, ethnicity, and income) can be found in section 1.1.2.



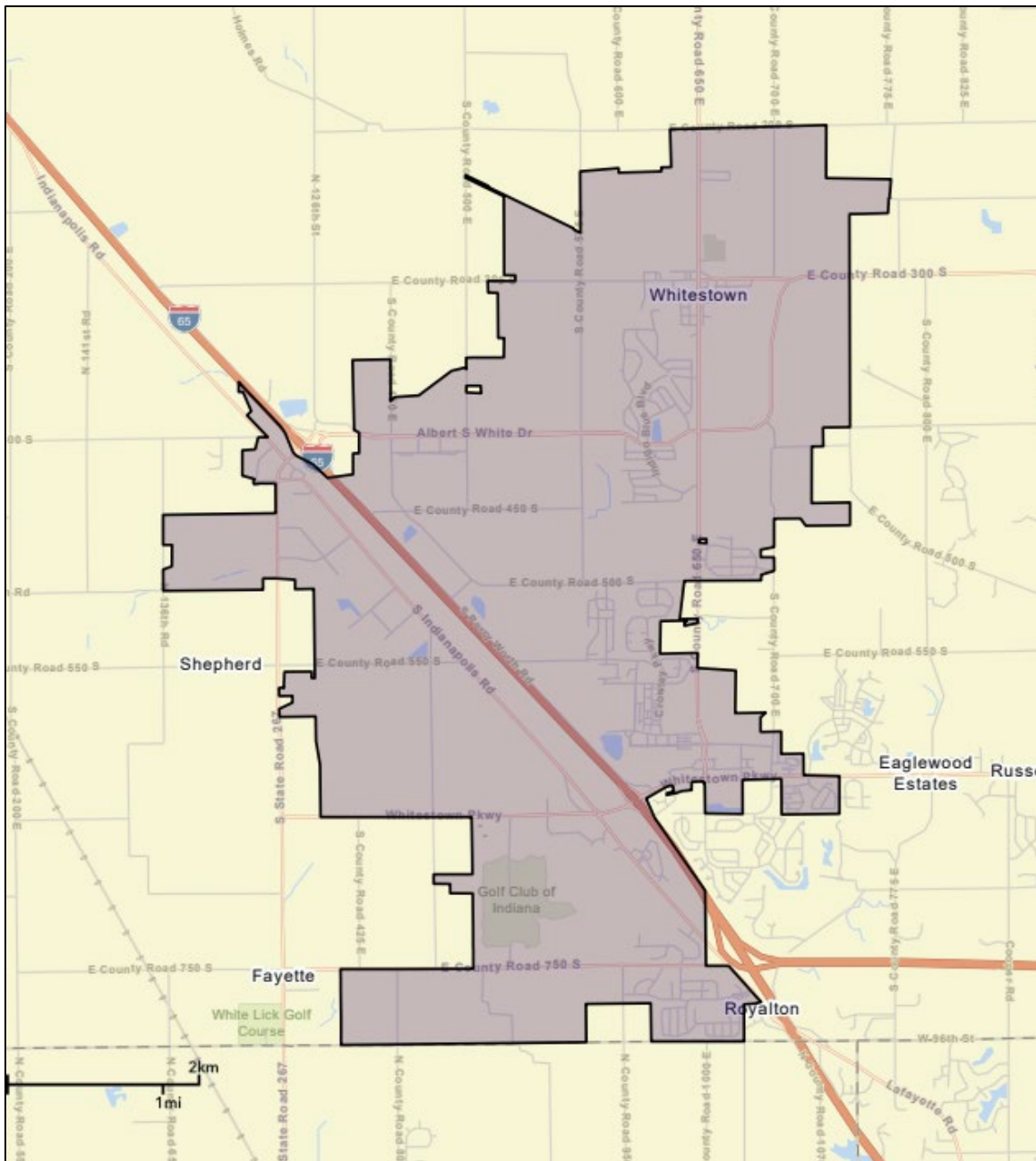
PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

1.2.1 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 August 2021 and reflects actual numbers as reported in the 2010 Census. ESRI then estimates the current population (2021) as well as a 5-year projection (2026). PROS then utilized straight line linear regression to forecast demographic characteristics for 10 and 15-year projections (2031 and 2036).

DEMOGRAPHIC ANALYSIS BOUNDARY

The Town boundaries shown below were utilized for the demographic analysis.

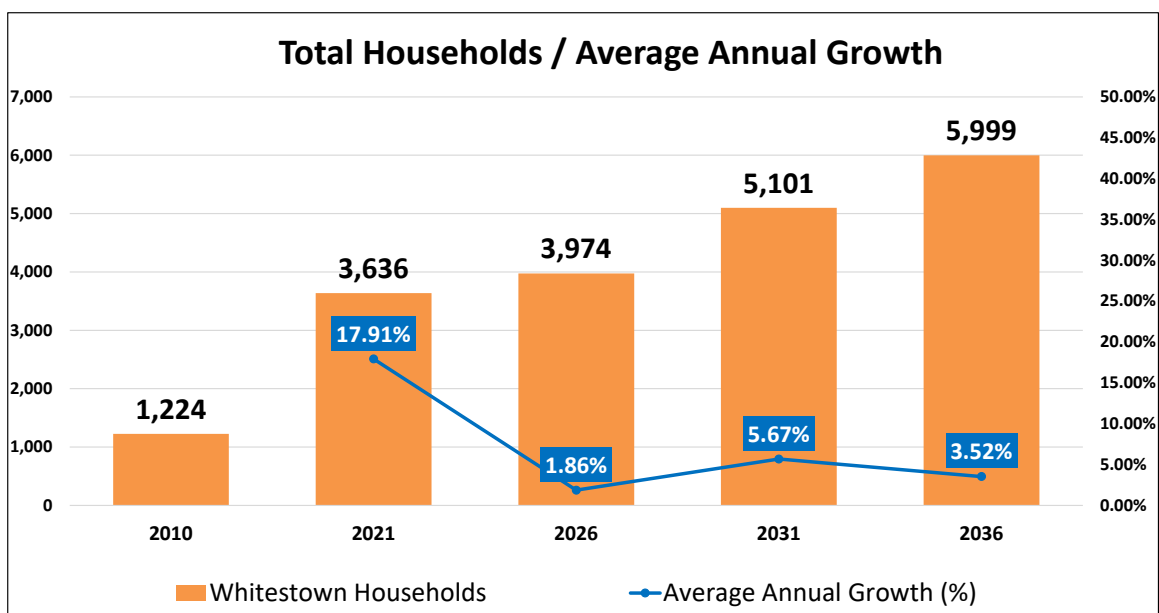
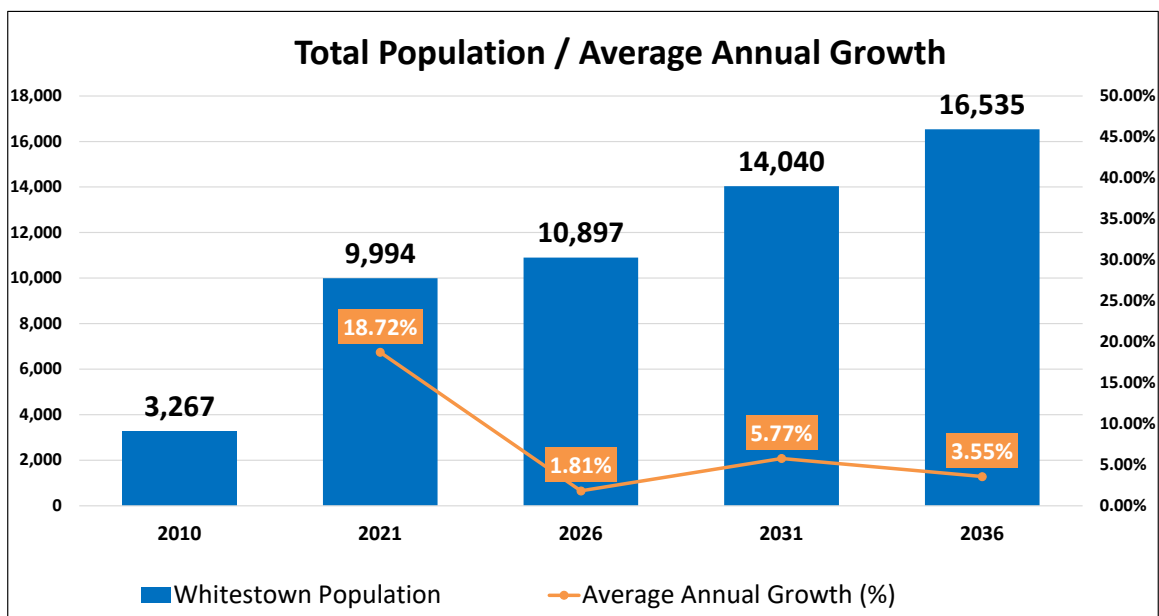


1.2.2 TOWN POPULACE

POPULATION

The Town's population has had enormous growth in recent years, increasing approximately 206% from 2010 to 2021, or 18.72% per year. Making it the fastest growing municipality in Indiana. This is significantly above the national annual growth rate of 0.74% (from 2010-2021). Like the population, the total number of households also experienced a large increase of 197% over the past 11 years, or 17.91% annually (national average = 0.76% annual growth).

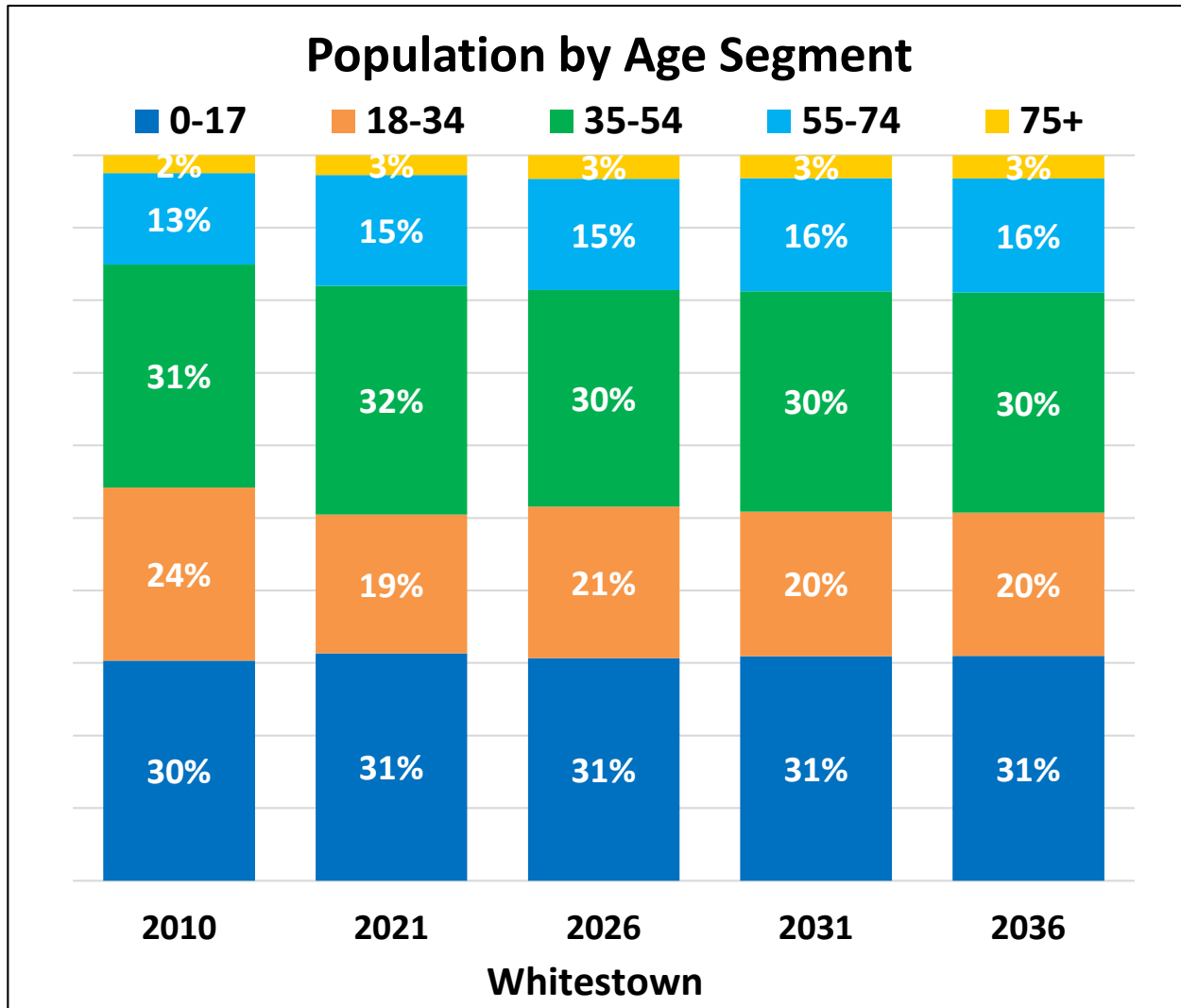
Currently, the population is estimated at 9,994 individuals living within 3,636 households. The projections show above average growth for the foreseeable future. By 2036, the Town's population is projected to be at 16,535 residents living within 5,999 households.



PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

AGE SEGMENTATION

Evaluating the Town's age segmentation, Whitestown exhibits a rather young population, with approximately half of its residents being under the age of 35. The Town's current median age is estimated at 34.6 years old which is roughly 4 years below the U.S. median age (38.8 years old). Assessing the population, the town is projected to remain relatively unchanged over the next 15-years. From 2010 to 2021 the number of families increased from 933 to 2,803 and is supposed to increase to 3,041 by 2026. This shows the need for young family orientated parks and services.





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.

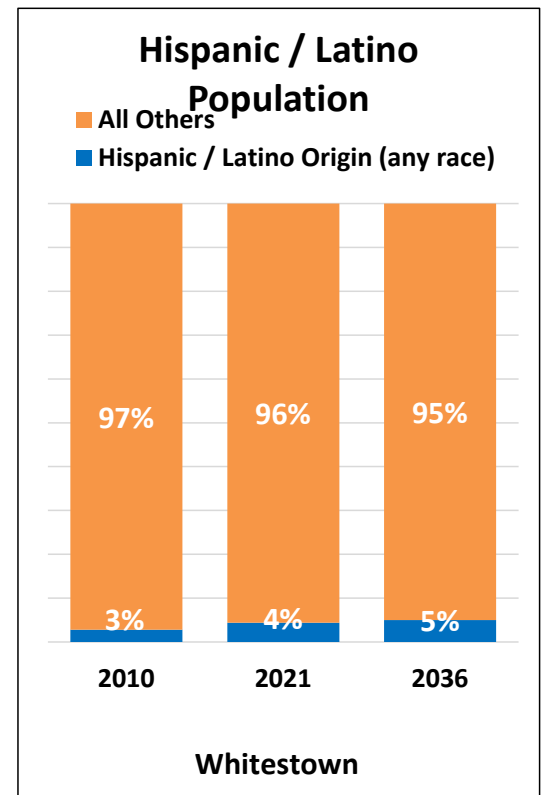
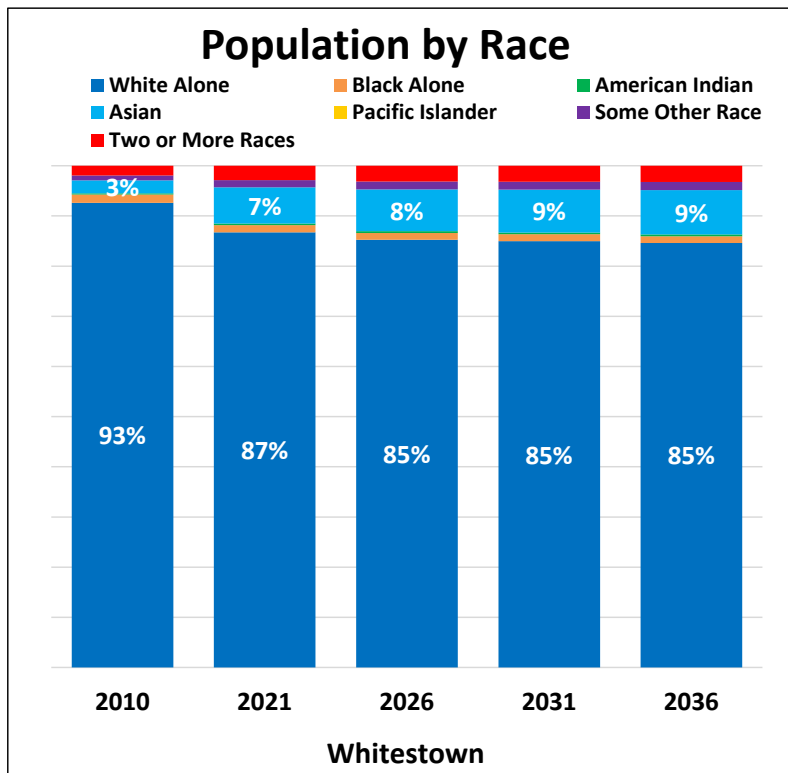
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RACE AND ETHNICITY

Analyzing race, the Town's current population is predominantly White Alone. The 2021 estimate shows that 93% of the population falls into the White Alone category, with Asian (7%) representing the largest minority. The 2021 estimate also portrays a below average representation of all minority groups when compared to the national population, with Black alone (1.5%), Some Other Race (1.4%), and American Indian (0.3%) populations being substantially lower than average. Predictions for 2036 expect the population to become slightly more diverse, with a decrease in the White Alone population, accompanied by minor increases to all other race categories.

The Town'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 racial categories identified above.

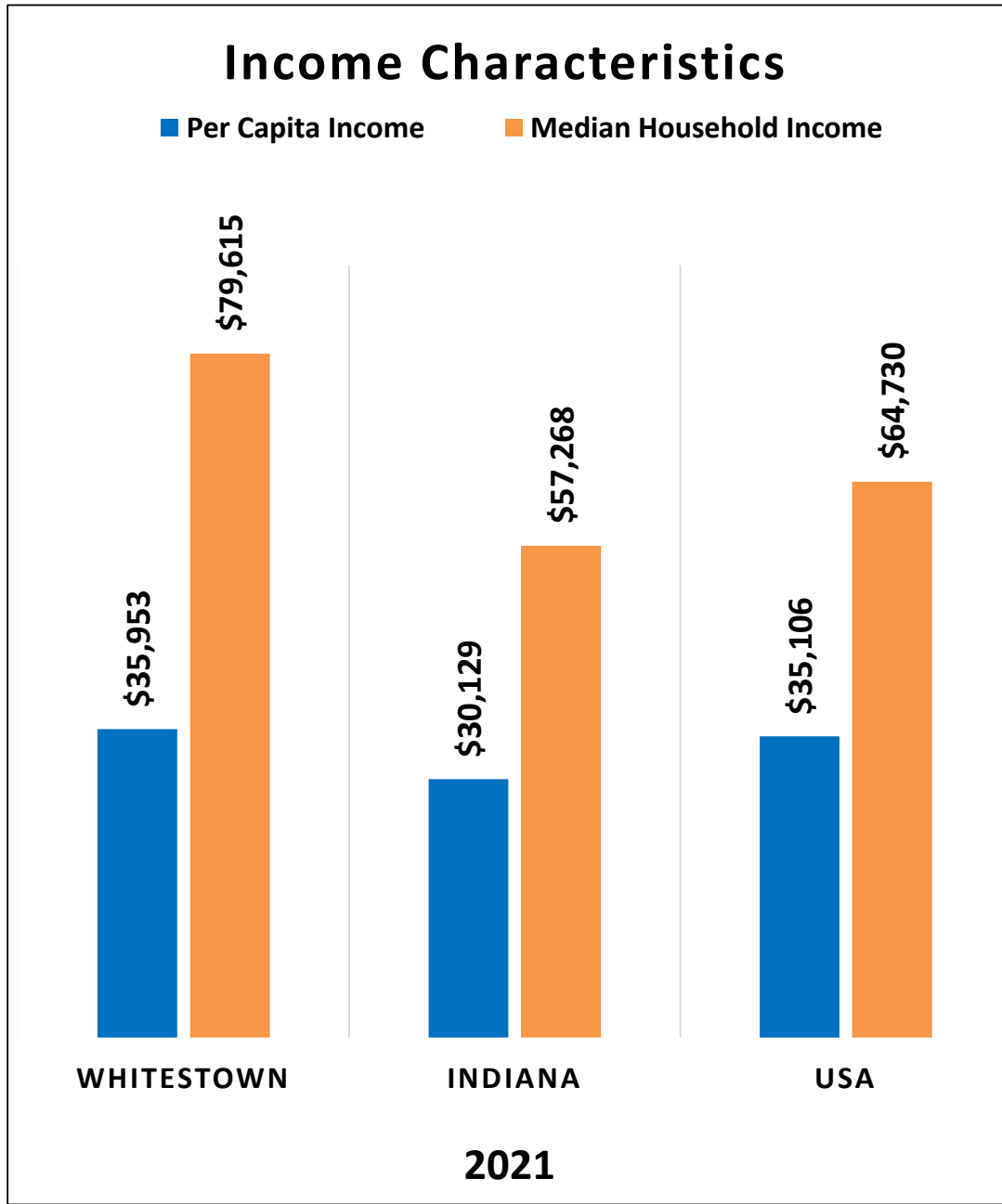
Based on the current 2021 estimate, people of Hispanic/ Latino origin represent approximately 4% of the Town's population, which is substantially below the national average (19% Hispanic/Latino). However, the Hispanic/ Latino population has been increasing since the 2010 census and is expected to continue growing to 5% of the Town's total population by 2036.





HOUSEHOLD INCOME

As seen below, the Town's per capita income (\$35,953) and median household income (\$79,615) are both higher than the state and national averages. The per capita income is that earned by an individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof. These above average income characteristics should be taken into consideration when Whitestown Parks and Recreation Department is pricing out programs and calculating cost recovery goals. However, the Department should also consider the negative economic impact that Covid-19 has had on Whitestown's residents as this could be a significant factor in the amount of disposable income within the Town.



PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

DEMOGRAPHIC COMPARATIVE SUMMARY

The table below is a summary of the Town's demographic figures. These figures are then compared to the state and U.S. populations for perspective on a regional and national scale.

2021 Demographic Comparison		Whitestown	Indiana	USA
Population	Annual Growth Rate (2010-2021)	18.72%	0.51%	0.74%
	Projected Annual Growth Rate (2021-2036)	4.36%	0.49%	0.70%
Households	Annual Growth Rate (2010-2021)	17.91%	0.55%	0.76%
	Average Household Size	2.75	2.51	2.58
Age Segment Distribution	Ages 0-17	31%	22%	22%
	Ages 18-34	19%	23%	23%
	Ages 35-54	32%	25%	25%
	Ages 55-74	15%	23%	23%
	Ages 75+	3%	7%	7%
Race Distribution	White Alone	86.7%	81.0%	69.2%
	Black Alone	1.5%	9.8%	13.0%
	American Indian	0.3%	0.3%	1.0%
	Asian	7.2%	2.8%	5.9%
	Pacific Islander	0.0%	0.0%	0.2%
	Some other Race	1.4%	3.4%	7.1%
	Two or More Races	2.9%	2.7%	3.6%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	4.4%	7.6%	18.9%
	All Others	95.6%	92.4%	81.1%
Income Characteristics	Per Capita Income	\$35,953	\$30,129	\$35,106
	Median Household Income	\$79,615	\$57,268	\$64,730



DEMOGRAPHIC SUMMARY

- The Town's recent **population annual growth rate** (18.72%) is significantly higher than the U.S.'s (0.74%) annual growth rate.
- The Town's **household annual growth rate** (17.91%) is substantially higher than the national average (0.76%).
- When assessing **age segments**, the Town exhibits a decently younger population than the national age segment distribution.
- The Town's **racial distribution** is notably less diverse than the national population distribution, with a much greater White Alone population percentage.
- Whitestown's percentage of **Hispanic/Latino population** (4.4%) is well below the national average (18.9%).
- The Town's **per capita income** (\$35,953) and **median house income** (\$79,615) are both higher than state (\$32,094 & \$57,725) and national (\$35,106 & \$64,730) averages.

1.2.3 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 town.

First, with the population exploding in the last eleven years there may be an increased need for improvements. With the population expected to grow at more normal levels making changes now can ensure that the facilities are ready for the next generation.

Second, the Town's stable young population indicates a need to focus on young adults and young families. Adding more athletic fields or family orientated parks would be beneficial to this segment that may attract other young families to settle down in Whitestown. Its important to still plan improvements for the older people because they still make up the other 50% of the community.

Third, the Town's above average income characteristics suggest potential disposable income. The Parks and Recreation Department should be mindful of this when pricing out programs and events.

Finally, the Town should ensure its growing and diversifying population is reflected in its offerings, marketing/communications, and public outreach.

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

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, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically-valid survey results, or NRPA Park Metrics.

1.3.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2021* 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 2020 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 five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 303,971,652 people (ages six 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 118 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 each 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 casual 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 IMPACT OF COVID-19

Approximately 229.7 million people ages 6 and over reported being active in 2020, which is a 3.6% increase from 2019 and the greatest number of active Americans since 2007. With a shift towards working remotely and children moved to virtual learning, free time increased. This, coupled with stay-at-home orders and general decisions to keep out of public places, put an emphasis on the public finding ways to occupy their time.

Participation in sports and activities that allowed people to be socially distant saw significant increases. These activities included pickleball, tennis, golf, trail running, skateboarding, surfing, day hiking, and recreational kayaking. In general, outdoor sports and racquet sports had the largest increase in participation compared to their 2019 participation numbers.

As could be expected, team sports, showed consistent drops in participation with all but 5 of the 23 tracked team sports showing decreases in overall participation. The team sports like Basketball and Soccer, that did show an increase of participation in 2020 can be attributed to recreational or backyard play, which contradicts the trend of the past decade.

With gyms and health clubs being forced to close in most of the country, fitness participation levels overall decreased in 2020. However, home fitness activities that can be practiced at home, like Yoga, Pilates, and Dumbbells/Hand Weights, showed significant participation increases, while activities done generally in health clubs, studios, or pools like Aquatic Exercise, Group Stationary Cycling, Stair-Climbing Machine, and Cardio Kickboxing, experienced substantial declines. It should be noted, that the long-term effects of Covid-19 on recreation programs and services are developing as the Pandemic evolves. It is expected that some changes in how individuals recreate will continue post pandemic, such as more virtual and online program offerings however, most other anomalies are expected to trend back to “normal” but this may take several years.



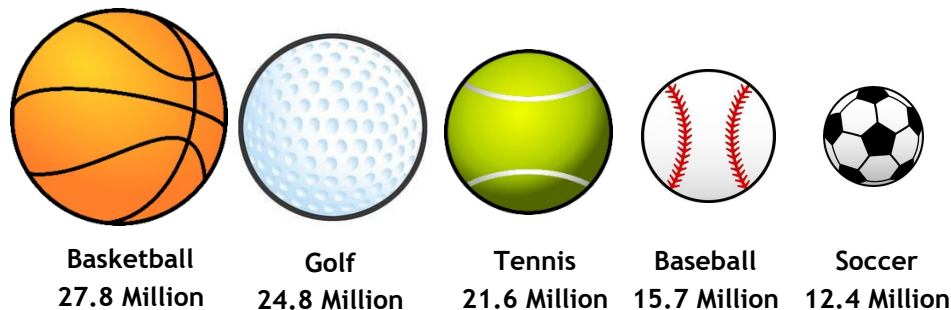
PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

1.3.3 NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were Basketball (27.9 million), Golf (24.8 million), and Tennis (21.6 million) which have participation figures well in excess of the other activities within the general sports category. Baseball (15.7 million), and Outdoor Soccer (12.4 million) round out the top five.

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall 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. Golf 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 have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



FIVE-YEAR TREND

Since 2015, Golf- Entertainment Venues (72.3%), Pickleball (67.6%), and Tennis (20.5%) have shown the largest increase in participation. Similarly, Flag Football (20.1%) and Basketball (18.6%) have also experienced significant growth. Based on the five-year trend from 2015-2020, the sports that are most rapidly declining in participation include Ultimate Frisbee (-47.3%), Squash (-32.0%), Fast Pitch Softball (-26.4%), Touch Football (-25.3%), and Roller Hockey (-21.3%).

ONE-YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends; with Tennis (22.4%), Golf- Entertainment Venues (21.7%), and Pickleball (21.4%) experiencing the greatest increases in participation this past year. Baseball (-0.5%) is the only sport that shows a five-year trend increase, but a one-year trend decreases. This is likely a direct result of the COVID-19 pandemic. Similarly, other team sports such as Fast Pitch Softball (-19.2%), Gymnastics (-18.1%), and Volleyball (-16.6%) also had significant decreases in participation over the last year.



CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally 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, we see the impact of the COVID-19 Pandemic as most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for both Indoor and Outdoor Soccer, Baseball, and Ice Hockey in the past year. Please see **Appendix A** for full Core vs. Casual Participation breakdown.

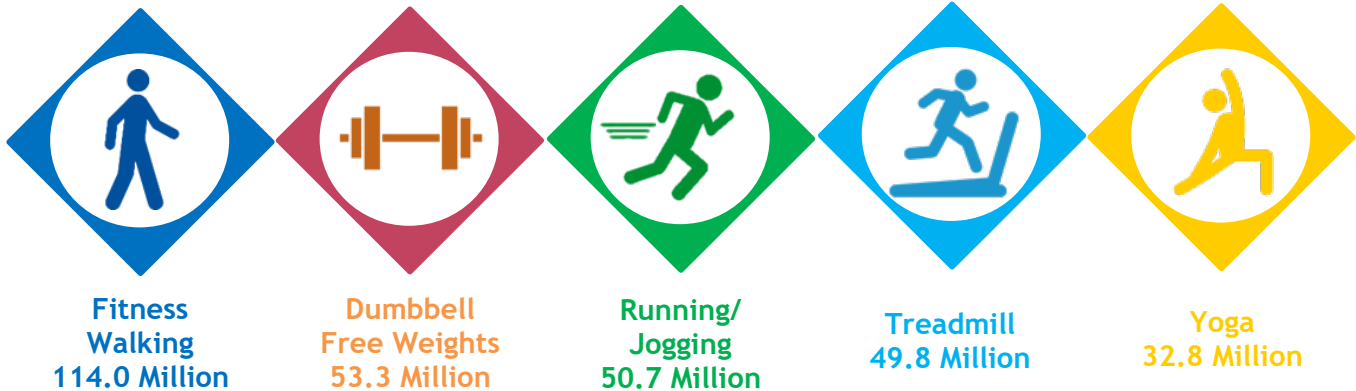
National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2015	2019	2020	5-Year Trend	1-Year Trend
Basketball	23,410	24,917	27,753	18.6%	11.4%
Golf (9 or 18-Hole Course)	24,120	24,271	24,804	2.8%	2.2%
Tennis	17,963	17,684	21,642	20.5%	22.4%
Baseball	13,711	15,804	15,731	14.7%	-0.5%
Soccer (Outdoor)	12,646	11,913	12,444	-1.6%	4.5%
Golf (Entertainment Venue)	6,998	9,905	12,057	72.3%	21.7%
Football (Flag)	5,829	6,783	7,001	20.1%	3.2%
Softball (Slow Pitch)	7,114	7,071	6,349	-10.8%	-10.2%
Badminton	7,198	6,095	5,862	-18.6%	-3.8%
Soccer (Indoor)	4,813	5,336	5,440	13.0%	1.9%
Volleyball (Court)	6,423	6,487	5,410	-15.8%	-16.6%
Football (Tackle)	6,222	5,107	5,054	-18.8%	-1.0%
Football (Touch)	6,487	5,171	4,846	-25.3%	-6.3%
Volleyball (Sand/Beach)	4,785	4,400	4,320	-9.7%	-1.8%
Pickleball	2,506	3,460	4,199	67.6%	21.4%
Gymnastics	4,679	4,699	3,848	-17.8%	-18.1%
Track and Field	4,222	4,139	3,636	-13.9%	-12.2%
Racquetball	3,883	3,453	3,426	-11.8%	-0.8%
Cheerleading	3,608	3,752	3,308	-8.3%	-11.8%
Ultimate Frisbee	4,409	2,290	2,325	-47.3%	1.5%
Ice Hockey	2,546	2,357	2,270	-10.8%	-3.7%
Wrestling	1,978	1,944	1,931	-2.4%	-0.7%
Lacrosse	2,094	2,115	1,884	-10.0%	-10.9%
Softball (Fast Pitch)	2,460	2,242	1,811	-26.4%	-19.2%
Roller Hockey	1,907	1,616	1,500	-21.3%	-7.2%
Rugby	1,349	1,392	1,242	-7.9%	-10.8%
Squash	1,710	1,222	1,163	-32.0%	-4.8%
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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

1.3.4 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. The most popular general fitness activities in 2020 also were those that could be done at home or in a virtual class environment. The activities with the most participation were Fitness Walking (114.0 million), Free Weights (53.3 million), Running/Jogging (50.7 million), Treadmill (49.8 million), and Yoga (32.8 million).



FIVE-YEAR TREND

Over the last five years (2015-2020), the activities growing at the highest rate are Trail Running (45.6%), Yoga (29.7%), Dance, Step & Choreographed Exercise (17.1%), and Pilates Training (15.3%). Over the same time frame, the activities that have undergone the biggest decline include: Group Stationary Cycling (-30.2%), Boot Camp Style Training (-26.1%), Traditional Triathlons (-26.1%), and Cross-Training Style Workout (-21.6%).

ONE-YEAR TREND

In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The top increases were in Trail Running (7.8%), Yoga (7.7%), and Pilates Training (7.2%). In the same span, the activities that had the largest decline in participation were those that would generally take place in a gym or fitness class. The greatest drops were seen in Group Stationary Cycling (-39.0%), Cross-Training Style Workouts (-32.2%), Boot Camp Style Training (-27.2%), and Stair Climbing Machine (-26.7%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their core users base (participating 50+ times per year) over the last year. These fitness activities include: Fitness Walking, Free Weights, Running/Jogging, Treadmills, Yoga, and Recumbent/Upright Stationary Cycling. *Please see Appendix A for full Core vs. Casual Participation breakdown.*



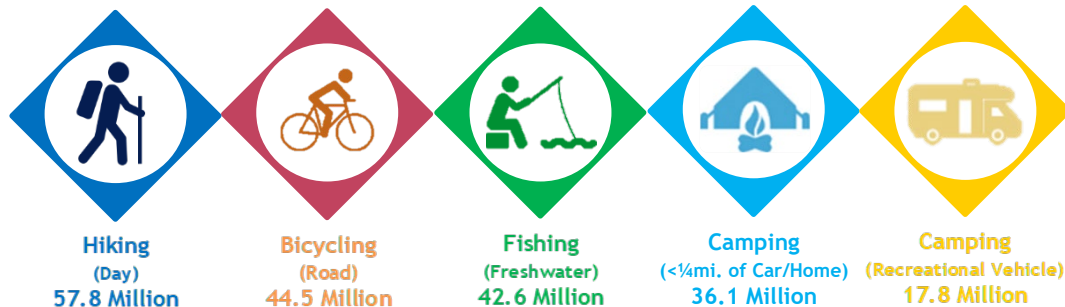
National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2015	2019	2020	5-Year Trend	1-Year Trend
Fitness Walking	109,829	111,439	114,044	3.8%	2.3%
Free Weights (Dumbbells/Hand Weights)	54,716	51,450	53,256	-2.7%	3.5%
Running/Jogging	48,496	50,052	50,652	4.4%	1.2%
Treadmill	50,398	56,823	49,832	-1.1%	-12.3%
Yoga	25,289	30,456	32,808	29.7%	7.7%
Stationary Cycling (Recumbent/Upright)	35,553	37,085	31,287	-12.0%	-15.6%
Weight/Resistant Machines	35,310	36,181	30,651	-13.2%	-15.3%
Free Weights (Barbells)	25,381	28,379	28,790	13.4%	1.4%
Elliptical Motion Trainer	32,321	33,056	27,920	-13.6%	-15.5%
Dance, Step, & Choreographed Exercise	21,487	23,957	25,160	17.1%	5.0%
Bodyweight Exercise	22,146	23,504	22,845	3.2%	-2.8%
Aerobics (High Impact/Intensity Training HIIT)	20,464	22,044	22,487	9.9%	2.0%
Trail Running	8,139	10,997	11,854	45.6%	7.8%
Stair-Climbing Machine	13,234	15,359	11,261	-14.9%	-26.7%
Pilates Training	8,594	9,243	9,905	15.3%	7.2%
Cross-Training Style Workout	11,710	13,542	9,179	-21.6%	-32.2%
Martial Arts	5,507	6,068	6,064	10.1%	-0.1%
Stationary Cycling (Group)	8,677	9,930	6,054	-30.2%	-39.0%
Cardio Kickboxing	6,708	7,026	5,295	-21.1%	-24.6%
Boxing for Fitness	5,419	5,198	5,230	-3.5%	0.6%
Boot Camp Style Training	6,722	6,830	4,969	-26.1%	-27.2%
Barre	3,583	3,665	3,579	-0.1%	-2.3%
Tai Chi	3,651	3,793	3,300	-9.6%	-13.0%
Triathlon (Traditional/Road)	2,498	2,001	1,846	-26.1%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,744	1,472	1,363	-21.8%	-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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

1.3.5 NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2020, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (57.8 million), Road Bicycling (44.5 million), Freshwater Fishing (42.6 million), Camping within ¼ mile of Vehicle/Home (36.1 million), and Recreational Vehicle Camping (17.8 million).



FIVE-YEAR TREND

From 2015-2020, Day Hiking (55.3%), BMX Bicycling (44.2%), Skateboarding (37.8%), Camping within ¼ mile of Vehicle/Home (30.1%), and Fly Fishing (27.3%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-31.4%), In-Line Roller Skating (-18.8%), Archery (-13.5%), and Traditional Climbing (-4.5%) to be the only activities with decreases in participation.

ONE-YEAR TREND

The one-year trend shows almost all activities growing in participation from the previous year. The most rapid growth being in Skateboarding (34.2%), Camping within ¼ mile of Vehicle/Home (28.0%), Birdwatching (18.8%), and Day Hiking (16.3%). Over the last year, the only activities that underwent decreases in participation were Adventure Racing (-8.3%) and Archery (-2.7%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five- years. Although this a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. *Please see **Appendix A** for full Core vs. Casual Participation breakdown.*

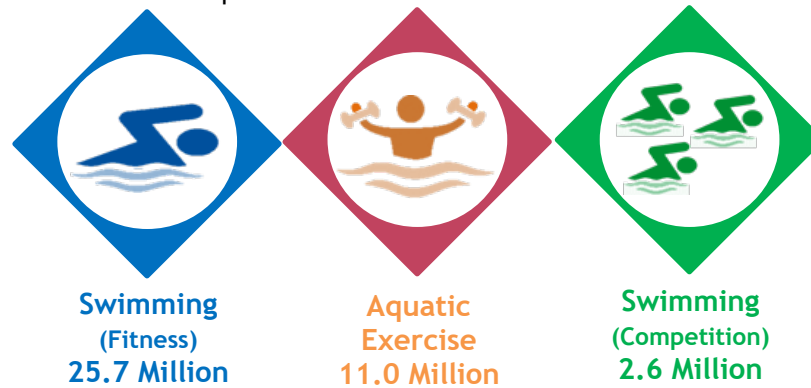
National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2015	2019	2020	5-Year Trend	1-Year Trend
Hiking (Day)	37,232	49,697	57,808	55.3%	16.3%
Bicycling (Road)	38,280	39,388	44,471	16.2%	12.9%
Fishing (Freshwater)	37,682	39,185	42,556	12.9%	8.6%
Camping (< 1/4 Mile of Vehicle/Home)	27,742	28,183	36,082	30.1%	28.0%
Camping (Recreational Vehicle)	14,699	15,426	17,825	21.3%	15.6%
Birdwatching (>1/4 mile of Vehicle/Home)	13,093	12,817	15,228	16.3%	18.8%
Fishing (Saltwater)	11,975	13,193	14,527	21.3%	10.1%
Backpacking Overnight	10,100	10,660	10,746	6.4%	0.8%
Bicycling (Mountain)	8,316	8,622	8,998	8.2%	4.4%
Skateboarding	6,436	6,610	8,872	37.8%	34.2%
Fishing (Fly)	6,089	7,014	7,753	27.3%	10.5%
Archery	8,378	7,449	7,249	-13.5%	-2.7%
Climbing (Indoor)		5,309	5,535	n/a	4.3%
Roller Skating, In-Line	6,024	4,816	4,892	-18.8%	1.6%
Bicycling (BMX)	2,690	3,648	3,880	44.2%	6.4%
Climbing (Traditional/Ice/Mountaineering)	2,571	2,400	2,456	-4.5%	2.3%
Climbing (Sport/Boulder)		2,183	2,290	n/a	4.9%
Adventure Racing	2,864	2,143	1,966	-31.4%	-8.3%
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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

1.3.6 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 2020, Fitness Swimming remained the overall leader in participation (25.7 million) amongst aquatic activities, despite the fact that most, if not all, aquatic facilities were forced to close at some point due to the COVID-19 pandemic.



FIVE-YEAR TREND

Assessing the five-year trend, only Aquatic Exercise has experienced an increase (18.7%) from 2015-2020, most likely due to the ongoing research that demonstrates the activity's great therapeutic benefit. While both Fitness and Competitive Swimming underwent a slight decline, dropping -2.5% and -9.6% respectively.

ONE-YEAR TREND

The impact of the COVID-19 pandemic is seen here as most aquatic facilities were forced to shut down for some part of the year. This caused decreases to all activities with Fitness Swimming (-9.0%) having the largest decline, followed by Competitive Swimming (-7.3%) and Aquatic Exercise (-2.1%).

CORE VS. CASUAL TRENDS IN AQUATICS

All aquatic activities have undergone increases in casual participation (1-49 times per year) over the last five years, however, they have all seem a drop in core participation (50+ times per year) in the same time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. *Please see Appendix A for full Core vs. Casual Participation breakdown.*

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2015	2019	2020	5-Year Trend	1-Year Trend
Swimming (Fitness)	26,319	28,219	25,666	-2.5%	-9.0%
Aquatic Exercise	9,226	11,189	10,954	18.7%	-2.1%
Swimming (Competition)	2,892	2,822	2,615	-9.6%	-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%)	

1.3.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVELS

The most popular water sports / activities based on total participants in 2020 were Recreational Kayaking (13.0 million), Canoeing (9.6 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 a long winter season 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.



FIVE-YEAR TREND

Over the last five years, Surfing (40.7%), Recreational Kayaking (36.9%) and Stand-Up Paddling (21.7%) were the fastest growing water activities. White Water Kayaking (3.5%) was the only other activity with an increase in participation. From 2015-20120, activities declining in participation most rapidly were Boardsailing/Windsurfing (-28.2%), Water Skiing (-22.7%), Jet Skiing (-21.8%), Scuba Diving (-21.0%), Sea Kayaking (-18.5%), and Sailing (-15.0%).

ONE-YEAR TREND

Similarly, to the five-year trend, Surfing (28.2%) and Recreational Kayaking (14.2%) also had the greatest one-year growth in participation, from 2019-2020. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.8%), Sea Kayaking (-5.4%), 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 sport 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 Appendix A for full Core vs. Casual Participation breakdown.*

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2015	2019	2020	5-Year Trend	1-Year Trend
Kayaking (Recreational)	9,499	11,382	13,002	36.9%	14.2%
Canoeing	10,236	8,995	9,595	-6.3%	6.7%
Snorkeling	8,874	7,659	7,729	-12.9%	0.9%
Jet Skiing	6,263	5,108	4,900	-21.8%	-4.1%
Surfing	2,701	2,964	3,800	40.7%	28.2%
Stand-Up Paddling	3,020	3,562	3,675	21.7%	3.2%
Sailing	4,099	3,618	3,486	-15.0%	-3.6%
Rafting	3,883	3,438	3,474	-10.5%	1.0%
Water Skiing	3,948	3,203	3,050	-22.7%	-4.8%
Wakeboarding	3,226	2,729	2,754	-14.6%	0.9%
Kayaking (White Water)	2,518	2,583	2,605	3.5%	0.9%
Scuba Diving	3,274	2,715	2,588	-21.0%	-4.7%
Kayaking (Sea/Touring)	3,079	2,652	2,508	-18.5%	-5.4%
Boardsailing/Windsurfing	1,766	1,405	1,268	-28.2%	-9.8%
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%)	

1.3.8 LOCAL SPORT AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for Whitestown residents, as provided by ESRI. Market Potential Index (MPI) measures the probable demand for a product or service within the defined service areas. The MPI shows the likelihood that an adult resident 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. The service area is compared to the national average in four (4) categories - general sports, fitness, outdoor activity, and commercial recreation.

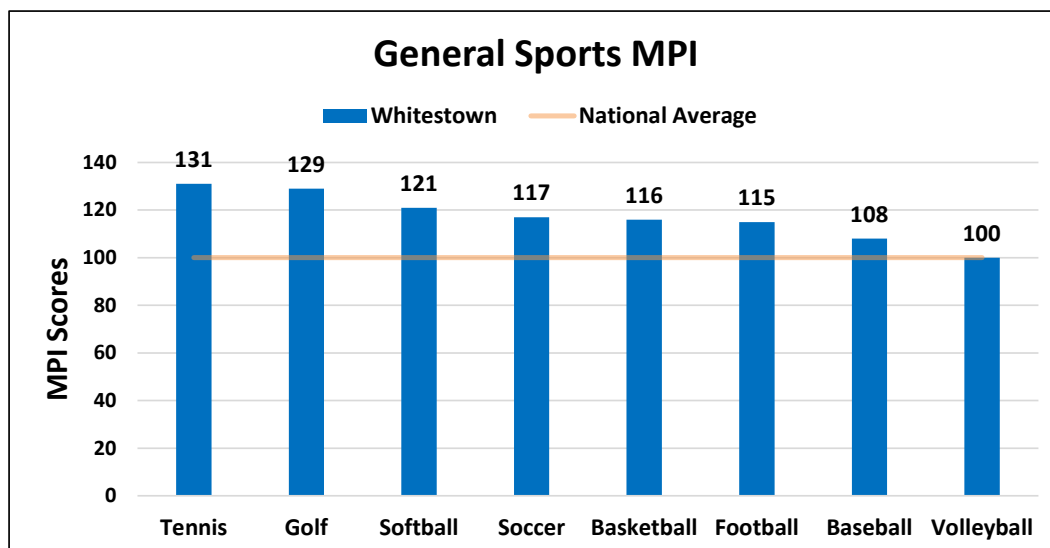
It should be noted that MPI metrics are only one data point used to help determine community trends; thus, programmatic decisions should not be based solely on MPI metrics.

Overall, when analyzing the Town's MPIs, the data demonstrates well above average market potential index (MPI) numbers. This is particularly noticeable when analyzing the fitness and outdoor activity market potential charts, which both show all but one activity scoring above 100. When assessing the general sports and commercial recreation MPI charts, a majority of these activities also scored well above the national average (100) including: Spent \$250+ on sports/rec equipment (120), Golf (119), Attended sports event (119). These overall above average MPI scores show that the Town's residents have a rather strong participation presence when it comes to recreational offerings, especially pertaining to fitness and outdoor 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.

The following charts compare MPI scores for 42 sport and leisure activities that are prevalent for residents within the Town. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater likelihood that residents within the service areas will actively participate in those offerings provided by the Department.

GENERAL SPORTS MARKET POTENTIAL

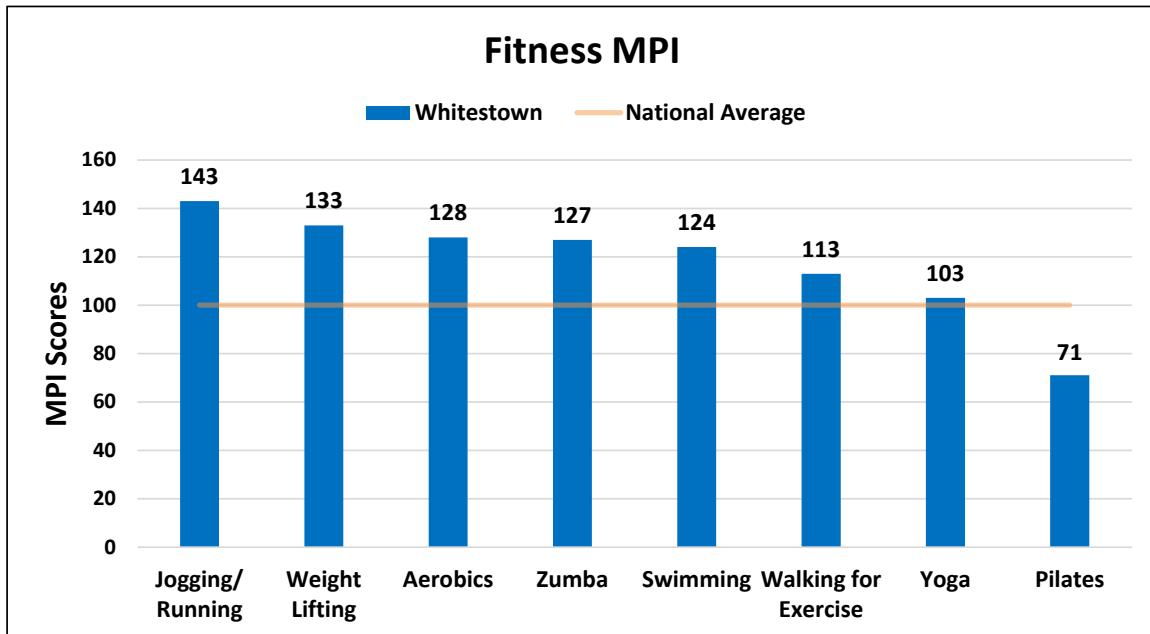
The General Sports category shows all activities besides Volleyball (100) scoring above the national average. The top three general sports regarding MPI include Tennis (131), Golf (129), and Softball (121).



PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

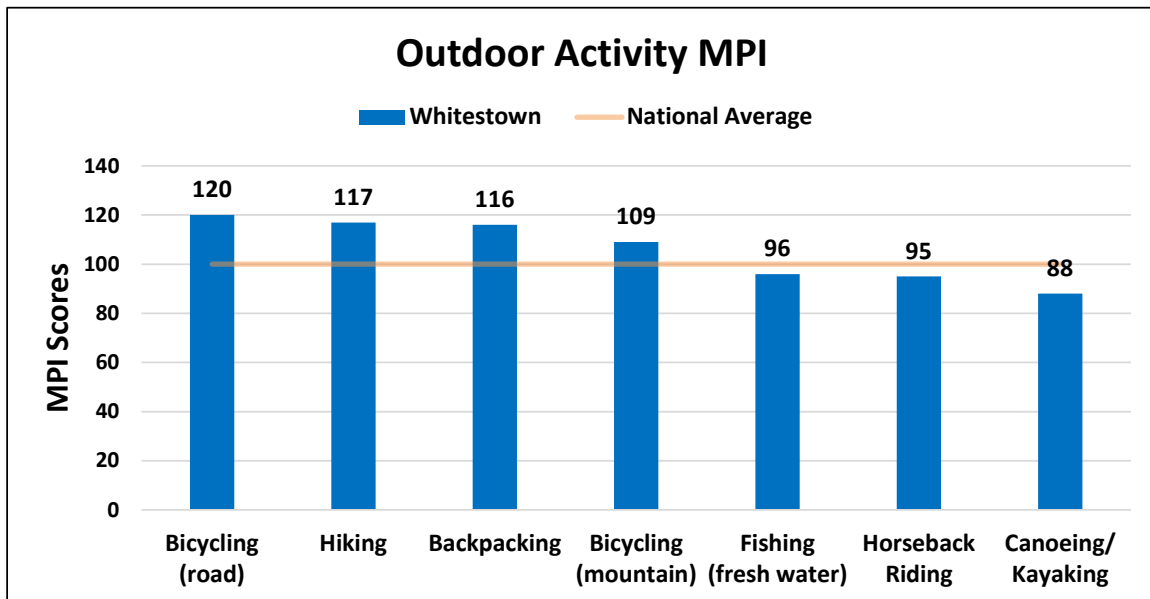
FITNESS MARKET POTENTIAL

Assessing MPI scores for the Fitness Activity category reveals that overall Town residents are most likely to participate in activities/programs pertaining Jogging/ Running (143), Weightlifting (133), Aerobics (128), Zumba (127), Swimming (124), Walking (113), and Yoga (103) when compared to the national average. Pilates (71) is the only activity that is below the national average (100).



OUTDOOR ACTIVITY MARKET POTENTIAL

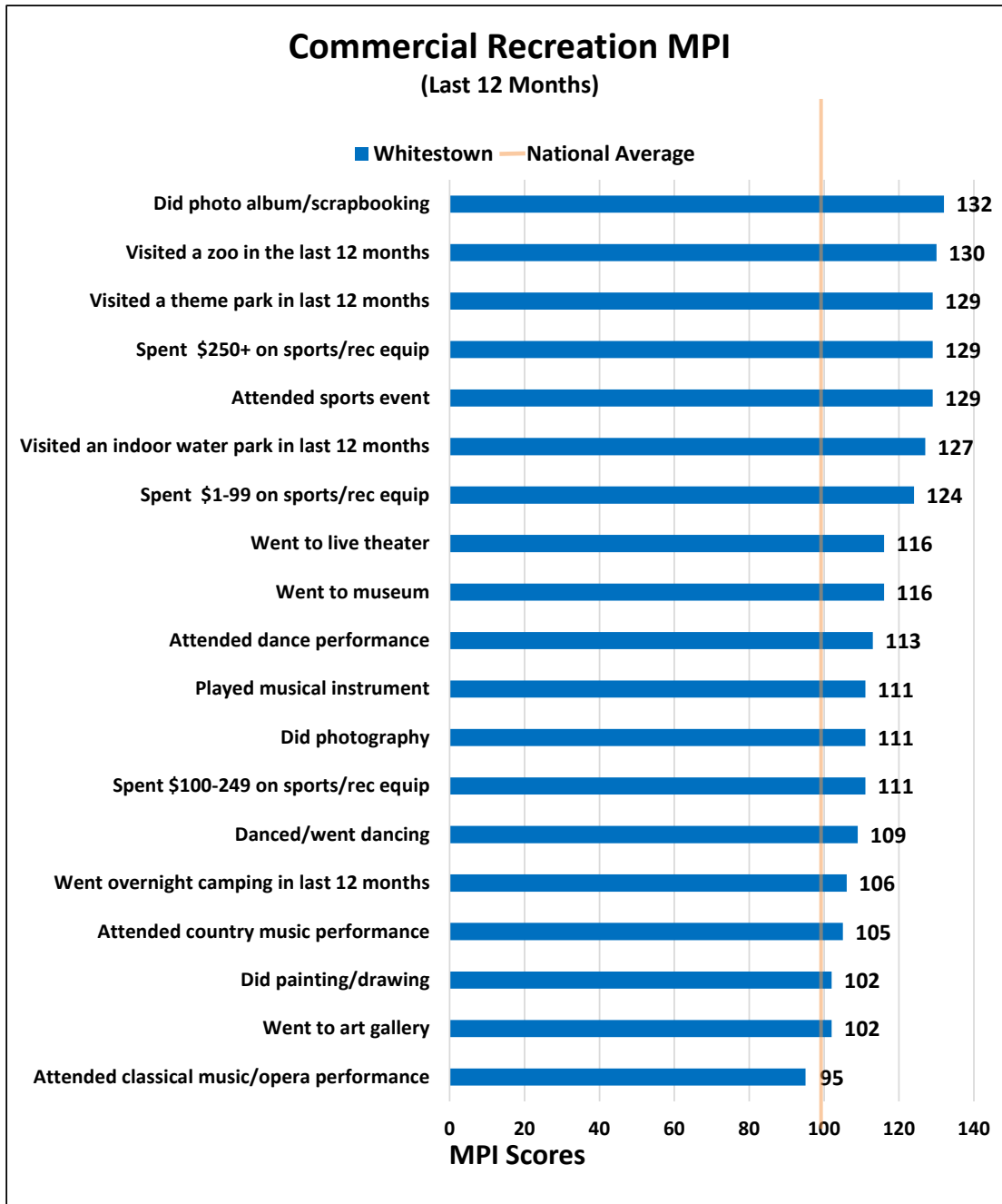
Overall, the Outdoor Activity MPI chart reflects that Whitestown has the lowest averages of the four assessed categories, with Bicycling (Road) (120), Hiking (117), Backpacking (116) and Bicycling (Mountain) (109) all scoring well above the national average (100).





COMMERCIAL RECREATION MARKET POTENTIAL

The Commercial Recreation category reveals multiple activities having MPI scores above the national average with the highest scores going to Did a photo album (132), Visited a zoo in the last 12 months (130), and “Visited a theme park in the last 12 months” (129). We also see a willingness to attend events of facilities in which residents perceive value as Attended a sports event (129), “Went to a live theater” (116), Attended a dance performance (113), Attended a country music performance (105) and “Went to art gallery” (102) were all above the National Average. Also noticeable is an above average propensity to spend money on Sports/Recreation Equipment.



PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

APPENDIX A- CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Basketball	23,410	100%	24,917	100%	27,753	100%	18.6%	11.4%
<i>Casual (1-12 times)</i>	7,774	33%	9,669	39%	11,962	43%	53.9%	23.7%
<i>Core(13+ times)</i>	15,636	67%	15,248	61%	15,791	57%	1.0%	3.6%
Golf (9 or 18-Hole Course)	24,120	100%	24,271	100%	24,804	100%	2.8%	2.2%
Tennis	17,963	100%	17,684	100%	21,642	100%	20.5%	22.4%
Baseball	13,711	100%	15,804	100%	15,731	100%	14.7%	-0.5%
<i>Casual (1-12 times)</i>	4,803	35%	6,655	42%	8,089	51%	68.4%	21.5%
<i>Core (13+ times)</i>	8,908	65%	9,149	58%	7,643	49%	-14.2%	-16.5%
Soccer (Outdoor)	12,646	100%	11,913	100%	12,444	100%	-1.6%	4.5%
<i>Casual (1-25 times)</i>	6,698	53%	6,864	58%	8,360	67%	24.8%	21.8%
<i>Core (26+ times)</i>	5,949	47%	5,050	42%	4,084	33%	-31.3%	-19.1%
Football (Flag)	5,829	100%	6,783	100%	7,001	100%	20.1%	3.2%
<i>Casual (1-12 times)</i>	3,105	53%	3,794	56%	4,287	61%	38.1%	13.0%
<i>Core(13+ times)</i>	2,724	47%	2,989	44%	2,714	39%	-0.4%	-9.2%
<i>Core Age 6 to 17 (13+ times)</i>	1,276	53%	1,590	56%	1,446	61%	13.3%	-9.1%
Softball (Slow Pitch)	7,114	100%	7,071	100%	6,349	100%	-10.8%	-10.2%
<i>Casual (1-12 times)</i>	3,004	42%	3,023	43%	2,753	43%	-8.4%	-8.9%
<i>Core(13+ times)</i>	4,110	58%	4,048	57%	3,596	57%	-12.5%	-11.2%
Badminton	7,198	100%	6,095	100%	5,862	100%	-18.6%	-3.8%
<i>Casual (1-12 times)</i>	5,032	70%	4,338	71%	4,129	70%	-17.9%	-4.8%
<i>Core(13+ times)</i>	2,166	30%	1,756	29%	1,733	30%	-20.0%	-1.3%
Soccer (Indoor)	4,813	100%	5,336	100%	5,440	100%	13.0%	1.9%
<i>Casual (1-12 times)</i>	2,157	45%	2,581	48%	3,377	62%	56.6%	30.8%
<i>Core(13+ times)</i>	2,656	55%	2,755	52%	2,063	38%	-22.3%	-25.1%
Volleyball (Court)	6,423	100%	6,487	100%	5,410	100%	-15.8%	-16.6%
<i>Casual (1-12 times)</i>	2,849	44%	2,962	46%	2,204	41%	-22.6%	-25.6%
<i>Core(13+ times)</i>	3,575	56%	3,525	54%	3,206	59%	-10.3%	-9.0%
Football (Tackle)	6,222	100%	5,107	100%	5,054	100%	-18.8%	-1.0%
<i>Casual (1-25 times)</i>	2,842	46%	2,413	47%	2,390	47%	-15.9%	-1.0%
<i>Core(26+ times)</i>	3,380	54%	2,694	53%	2,665	53%	-21.2%	-1.1%
<i>Core Age 6 to 17 (26+ times)</i>	2,539	46%	2,311	47%	2,226	47%	-12.3%	-3.7%
Football (Touch)	6,487	100%	5,171	100%	4,846	100%	-25.3%	-6.3%
<i>Casual (1-12 times)</i>	3,809	59%	3,065	59%	2,990	62%	-21.5%	-2.4%
<i>Core(13+ times)</i>	2,678	41%	2,105	41%	1,856	38%	-30.7%	-11.8%
Volleyball (Sand/Beach)	4,785	100%	4,400	100%	4,320	100%	-9.7%	-1.8%
<i>Casual (1-12 times)</i>	3,348	70%	2,907	66%	3,105	72%	-7.3%	6.8%
<i>Core(13+ times)</i>	1,438	30%	1,493	34%	1,215	28%	-15.5%	-18.6%
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%)



GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Pickleball	2,506	100%	3,460	100%	4,199	100%	67.6%	21.4%
Casual (1-12 times)	2,628	105%	2,207	64%	2,835	68%	7.9%	28.5%
Core(13+ times)	1,048	-5%	1,253	36%	1,364	32%	30.2%	8.9%
Gymnastics	4,679	100%	4,669	100%	3,848	100%	-17.8%	-17.6%
Casual (1-49 times)	3,061	65%	3,004	64%	2,438	63%	-20.4%	-18.8%
Core(50+ times)	1,618	35%	1,695	36%	1,410	37%	-12.9%	-16.8%
Track and Field	4,222	100%	4,139	100%	3,636	100%	-13.9%	-12.2%
Casual (1-25 times)	1,973	47%	2,069	50%	1,589	44%	-19.5%	-23.2%
Core(26+ times)	2,249	53%	2,070	50%	2,046	56%	-9.0%	-1.2%
Racquetball	3,883	100%	3,453	100%	3,426	100%	-11.8%	-0.8%
Casual (1-12 times)	2,628	68%	2,398	69%	2,476	72%	-5.8%	3.3%
Core(13+ times)	1,255	32%	1,055	31%	950	28%	-24.3%	-10.0%
Cheerleading	3,608	100%	3,752	100%	3,308	100%	-8.3%	-11.8%
Casual (1-25 times)	1,968	55%	1,934	52%	1,931	58%	-1.9%	-0.2%
Core(26+ times)	1,640	45%	1,817	48%	1,377	42%	-16.0%	-24.2%
Ultimate Frisbee	4,409	100%	2,290	100%	2,325	100%	-47.3%	1.5%
Casual (1-12 times)	3,371	76%	1,491	65%	1,476	63%	-56.2%	-1.0%
Core(13+ times)	1,038	24%	799	35%	849	37%	-18.2%	6.3%
Ice Hockey	2,546	100%	2,357	100%	2,270	100%	-10.8%	-3.7%
Casual (1-12 times)	1,219	48%	1,040	44%	1,165	51%	-4.4%	12.0%
Core(13+ times)	1,326	52%	1,317	56%	1,105	49%	-16.7%	-16.1%
Wrestling	1,978	100%	1,944	100%	1,931	100%	-2.4%	-0.7%
Casual (1-25 times)	1,094	55%	1,189	61%	1,239	64%	13.3%	4.2%
Core(26+ times)	885	45%	755	39%	692	36%	-21.8%	-8.3%
Lacrosse	2,094	100%	2,115	100%	1,884	100%	-10.0%	-10.9%
Casual (1-12 times)	1,146	55%	1,021	48%	902	48%	-21.3%	-11.7%
Core(13+ times)	947	45%	1,094	52%	982	52%	3.7%	-10.2%
Softball (Fast Pitch)	2,460	100%	2,242	100%	1,811	100%	-26.4%	-19.2%
Casual (1-25 times)	1,187	48%	993	44%	650	36%	-45.2%	-34.5%
Core(26+ times)	1,273	52%	1,250	56%	1,162	64%	-8.7%	-7.0%
Roller Hockey	1,907	100%	1,616	100%	1,500	100%	-21.3%	-7.2%
Casual (1-12 times)	1,382	72%	1,179	73%	1,129	75%	-18.3%	-4.2%
Core(13+ times)	525	28%	436	27%	371	25%	-29.3%	-14.9%
Rugby	1,349	100%	1,392	100%	1,242	100%	-7.9%	-10.8%
Casual (1-7 times)	918	68%	835	60%	807	65%	-12.1%	-3.4%
Core(8+ times)	431	32%	557	40%	435	35%	0.9%	-21.9%
Squash	1,710	100%	1,222	100%	1,163	100%	-32.0%	-4.8%
Casual (1-7 times)	1,293	76%	747	61%	669	58%	-48.3%	-10.4%
Core(8+ times)	417	24%	476	39%	495	42%	18.7%	4.0%
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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Fitness Walking	109,829	100%	111,439	100%	114,044	100%	3.8%	2.3%
<i>Casual (1-49 times)</i>	35,563	32%	36,254	33%	34,742	30%	-2.3%	-4.2%
<i>Core(50+ times)</i>	74,266	68%	75,185	67%	79,302	70%	6.8%	5.5%
Free Weights (Dumbbells/Hand Weights)	54,716	100%	51,450	100%	53,256	100%	-2.7%	3.5%
<i>Casual (1-49 times)</i>	18,491	34%	19,762	38%	20,070	38%	8.5%	1.6%
<i>Core(50+ times)</i>	36,225	66%	31,688	62%	33,186	62%	-8.4%	4.7%
Running/Jogging	48,496	100%	50,052	100%	50,652	100%	4.4%	1.2%
<i>Casual (1-49 times)</i>	22,337	46%	24,972	50%	24,438	48%	9.4%	-2.1%
<i>Core(50+ times)</i>	26,158	54%	25,081	50%	26,214	52%	0.2%	4.5%
Treadmill	50,398	100%	56,823	100%	49,832	100%	-1.1%	-12.3%
<i>Casual (1-49 times)</i>	23,136	46%	28,473	50%	19,549	39%	-15.5%	-31.3%
<i>Core(50+ times)</i>	27,262	54%	28,349	50%	30,283	61%	11.1%	6.8%
Yoga	25,289	100%	30,456	100%	32,808	100%	29.7%	7.7%
<i>Casual (1-49 times)</i>	14,947	59%	18,953	62%	19,337	59%	29.4%	2.0%
<i>Core(50+ times)</i>	10,341	41%	11,503	38%	13,471	41%	30.3%	17.1%
Stationary Cycling (Recumbent/Upright)	35,553	100%	37,085	100%	31,287	100%	-12.0%	-15.6%
<i>Casual (1-49 times)</i>	18,512	52%	19,451	52%	13,249	42%	-28.4%	-31.9%
<i>Core(50+ times)</i>	17,042	48%	17,634	48%	18,038	58%	5.8%	2.3%
Weight/Resistant Machines	35,310	100%	36,181	100%	30,651	100%	-13.2%	-15.3%
<i>Casual (1-49 times)</i>	14,654	42%	14,668	41%	10,940	36%	-25.3%	-25.4%
<i>Core(50+ times)</i>	20,655	58%	21,513	59%	19,711	64%	-4.6%	-8.4%
Free Weights (Barbells)	25,381	100%	28,379	100%	28,790	100%	13.4%	1.4%
<i>Casual (1-49 times)</i>	9,860	39%	11,806	42%	13,428	47%	36.2%	13.7%
<i>Core(50+ times)</i>	15,521	61%	16,573	58%	15,363	53%	-1.0%	-7.3%
Elliptical Motion/Cross Trainer	32,321	100%	33,056	100%	27,920	100%	-13.6%	-15.5%
<i>Casual (1-49 times)</i>	15,729	49%	17,175	52%	14,403	52%	-8.4%	-16.1%
<i>Core(50+ times)</i>	16,593	51%	15,880	48%	13,517	48%	-18.5%	-14.9%
Dance, Step, Choreographed Exercise	21,487	100%	23,957	100%	25,160	100%	17.1%	5.0%
<i>Casual (1-49 times)</i>	14,137	66%	16,047	67%	16,652	66%	17.8%	3.8%
<i>Core(50+ times)</i>	7,350	34%	7,910	33%	8,507	34%	15.7%	7.5%
Bodyweight Exercise	22,146	100%	23,504	100%	22,845	100%	3.2%	-2.8%
<i>Casual (1-49 times)</i>	9,346	42%	9,492	40%	9,581	42%	2.5%	0.9%
<i>Core(50+ times)</i>	12,800	58%	14,012	60%	13,264	58%	3.6%	-5.3%
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%)	



GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Aerobics (High Impact/ Intensity Training)	20,464	100%	22,044	100%	22,487	100%	9.9%	2.0%
Casual (1-49 times)	11,723	57%	12,380	56%	12,743	57%	8.7%	2.9%
Core(50+ times)	8,742	43%	9,665	44%	9,744	43%	11.5%	0.8%
Trail Running	8,139	100%	10,997	100%	11,854	100%	45.6%	7.8%
Stair-Climbing Machine	13,234	100%	15,359	100%	11,261	100%	-14.9%	-26.7%
Casual (1-49 times)	7,960	60%	10,059	65%	6,339	56%	-20.4%	-37.0%
Core(50+ times)	5,275	40%	5,301	35%	4,922	44%	-6.7%	-7.1%
Pilates Training	8,594	100%	9,243	100%	9,905	100%	15.3%	7.2%
Casual (1-49 times)	5,201	61%	6,074	66%	6,668	67%	28.2%	9.8%
Core(50+ times)	3,394	39%	3,168	34%	3,237	33%	-4.6%	2.2%
Cross-Training Style Workout	11,710	100%	13,542	100%	9,179	100%	-21.6%	-32.2%
Casual (1-49 times)	6,038	52%	7,100	52%	3,476	38%	-42.4%	-51.0%
Core(50+ times)	5,672	48%	6,442	48%	5,704	62%	0.6%	-11.5%
Martial Arts	5,507	100%	6,068	100%	6,064	100%	10.1%	-0.1%
Casual (1-12 times)	1,793	33%	2,178	36%	2,679	44%	49.4%	23.0%
Core(13+ times)	3,714	67%	3,890	64%	3,385	56%	-8.9%	-13.0%
Stationary Cycling (Group)	8,677	100%	9,930	100%	6,054	100%	-30.2%	-39.0%
Casual (1-49 times)	5,561	64%	6,583	66%	3,134	52%	-43.6%	-52.4%
Core(50+ times)	3,116	36%	3,347	34%	2,920	48%	-6.3%	-12.8%
Cardio Kickboxing	6,708	100%	7,026	100%	5,295	100%	-21.1%	-24.6%
Casual (1-49 times)	4,579	68%	4,990	71%	3,438	65%	-24.9%	-31.1%
Core(50+ times)	2,129	32%	2,037	29%	1,857	35%	-12.8%	-8.8%
Boxing for Fitness	5,419	100%	5,198	100%	5,230	100%	-3.5%	0.6%
Casual (1-12 times)	2,787	51%	2,738	53%	2,962	57%	6.3%	8.2%
Core(13+ times)	2,633	49%	2,460	47%	2,268	43%	-13.9%	-7.8%
Boot Camp Style Training	6,722	100%	6,830	100%	4,969	100%	-26.1%	-27.2%
Casual (1-49 times)	4,488	67%	4,951	72%	3,204	64%	-28.6%	-35.3%
Core(50+ times)	2,234	33%	1,880	28%	1,765	36%	-21.0%	-6.1%
Tai Chi	3,651	100%	3,793	100%	3,300	100%	-9.6%	-13.0%
Casual (1-49 times)	2,237	61%	2,379	63%	1,858	56%	-16.9%	-21.9%
Core(50+ times)	1,415	39%	1,414	37%	1,442	44%	1.9%	2.0%
Barre	3,583	100%	3,665	100%	3,579	100%	-0.1%	-2.3%
Casual (1-49 times)	2,881	80%	2,868	78%	2,721	76%	-5.6%	-5.1%
Core(50+ times)	703	20%	797	22%	858	24%	22.0%	7.7%
Triathlon (Traditional/Road)	2,498	100%	2,001	100%	1,846	100%	-26.1%	-7.7%
Triathlon (Non-Traditional/Off Road)	1,744	100%	1,472	100%	1,363	100%	-21.8%	-7.4%
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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	37,232	100%	49,697	100%	57,808	100%	55.3%	16.3%
Bicycling (Road)	38,280	100%	39,388	100%	44,471	100%	16.2%	12.9%
<i>Casual (1-25 times)</i>	18,845	49%	20,796	53%	23,720	53%	25.9%	14.1%
<i>Core(26+ times)</i>	19,435	51%	18,592	47%	20,751	47%	6.8%	11.6%
Fishing (Freshwater)	37,682	100%	39,185	100%	42,556	100%	12.9%	8.6%
<i>Casual (1-7 times)</i>	20,206	54%	20,857	53%	24,309	57%	20.3%	16.6%
<i>Core(8+ times)</i>	17,476	46%	18,328	47%	18,247	43%	4.4%	-0.4%
Camping (< 1/4 Mile of Vehicle/Home)	27,742	100%	28,183	100%	36,082	100%	30.1%	28.0%
Camping (Recreational Vehicle)	14,699	100%	15,426	100%	17,825	100%	21.3%	15.6%
<i>Casual (1-7 times)</i>	7,843	53%	8,420	55%	11,281	63%	43.8%	34.0%
<i>Core(8+ times)</i>	6,856	47%	7,006	45%	6,544	37%	-4.6%	-6.6%
Fishing (Saltwater)	11,975	100%	13,193	100%	14,527	100%	21.3%	10.1%
<i>Casual (1-7 times)</i>	6,971	58%	7,947	60%	9,109	63%	30.7%	14.6%
<i>Core(8+ times)</i>	5,004	42%	5,246	40%	5,418	37%	8.3%	3.3%
Birdwatching (>1/4 mile of Vehicle/Home)	13,093	100%	12,817	100%	15,228	100%	16.3%	18.8%
Backpacking Overnight	10,100	100%	10,660	100%	10,746	100%	6.4%	0.8%
Bicycling (Mountain)	8,316	100%	8,622	100%	8,998	100%	8.2%	4.4%
<i>Casual (1-12 times)</i>	3,862	46%	4,319	50%	4,803	53%	24.4%	11.2%
<i>Core(13+ times)</i>	4,454	54%	4,302	50%	4,194	47%	-5.8%	-2.5%
Skateboarding	6,436	100%	6,610	100%	8,872	100%	37.8%	34.2%
<i>Casual (1-25 times)</i>	3,867	60%	4,265	65%	6,315	71%	63.3%	48.1%
<i>Core(26+ times)</i>	2,569	40%	2,345	35%	2,557	29%	-0.5%	9.0%
Fishing (Fly)	6,089	100%	7,014	100%	7,753	100%	27.3%	10.5%
<i>Casual (1-7 times)</i>	3,843	63%	4,493	64%	5,020	65%	30.6%	11.7%
<i>Core(8+ times)</i>	2,246	37%	2,521	36%	2,733	35%	21.7%	8.4%
Archery	8,378	100%	7,449	100%	7,249	100%	-13.5%	-2.7%
<i>Casual (1-25 times)</i>	7,038	84%	6,309	85%	6,102	84%	-13.3%	-3.3%
<i>Core(26+ times)</i>	1,340	16%	1,140	15%	1,147	16%	-14.4%	0.6%
Climbing (Indoor)		n/a	5,309	100%	5,535	100%	n/a	4.3%
Roller Skating (In-Line)	6,024	100%	4,816	100%	4,892	100%	-18.8%	1.6%
<i>Casual (1-12 times)</i>	4,246	70%	3,474	72%	3,466	71%	-18.4%	-0.2%
<i>Core(13+ times)</i>	1,778	30%	1,342	28%	1,425	29%	-19.9%	6.2%
Bicycling (BMX)	2,690	100%	3,648	100%	3,880	100%	44.2%	6.4%
<i>Casual (1-12 times)</i>	1,457	54%	2,257	62%	2,532	65%	73.8%	12.2%
<i>Core(13+ times)</i>	1,233	46%	1,392	38%	1,348	35%	9.3%	-3.2%
Climbing (Traditional/Ice/Mountaineering)	2,571	100%	2,400	100%	2,456	100%	-4.5%	2.3%
Climbing (Sport/Boulder)		n/a	2,183	100%	2,290	100%	n/a	4.9%
Adventure Racing	2,864	100%	2,143	100%	1,966	100%	-31.4%	-8.3%
<i>Casual (1 times)</i>	1,121	39%	549	26%	328	17%	-70.7%	-40.3%
<i>Core(2+ times)</i>	1,743	61%	1,595	74%	1,638	83%	-6.0%	2.7%
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%)	

PARKS AND RECREATION MASTER PLAN: DEMOGRAPHIC & TRENDS ANALYSIS

AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	26,319	100%	28,219	100%	25,666	100%	-2.5%	-9.0%
<i>Casual (1-49 times)</i>	17,059	65%	19,480	69%	17,987	70%	5.4%	-7.7%
<i>Core(50+ times)</i>	9,260	35%	8,739	31%	7,680	30%	-17.1%	-12.1%
Aquatic Exercise	9,226	100%	11,189	100%	10,954	100%	18.7%	-2.1%
<i>Casual (1-49 times)</i>	5,991	65%	8,006	72%	8,331	76%	39.1%	4.1%
<i>Core(50+ times)</i>	3,236	35%	3,183	28%	2,623	24%	-18.9%	-17.6%
Swimming (Competition)	2,892	100%	2,822	100%	2,615	100%	-9.6%	-7.3%
<i>Casual (1-49 times)</i>	1,482	51%	1,529	54%	1,524	58%	2.8%	-0.3%
<i>Core(50+ times)</i>	1,411	49%	1,293	46%	1,091	42%	-22.7%	-15.6%
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%)

WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2015		2019		2020		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	9,499	100%	11,382	100%	13,002	100%	36.9%	14.2%
Canoeing	10,236	100%	8,995	100%	9,595	100%	-6.3%	6.7%
Snorkeling	8,874	100%	7,659	100%	7,729	100%	-12.9%	0.9%
<i>Casual (1-7 times)</i>	7,002	79%	6,192	81%	6,374	82%	-9.0%	2.9%
<i>Core(8+ times)</i>	1,872	21%	1,468	19%	1,355	18%	-27.6%	-7.7%
Jet Skiing	6,263	100%	5,108	100%	4,900	100%	-21.8%	-4.1%
<i>Casual (1-7 times)</i>	4,425	71%	3,684	72%	3,783	77%	-14.5%	2.7%
<i>Core(8+ times)</i>	1,838	29%	1,423	28%	1,116	23%	-39.3%	-21.6%
Surfing	2,701	100%	2,964	100%	3,800	100%	40.7%	28.2%
<i>Casual (1-7 times)</i>	1,665	62%	2,001	68%	2,507	66%	50.6%	25.3%
<i>Core(8+ times)</i>	1,036	38%	962	32%	747	34%	-27.9%	-22.3%
Stand Up Paddling	3,020	100%	3,562	100%	3,675	100%	21.7%	3.2%
Sailing	4,099	100%	3,618	100%	3,486	100%	-15.0%	-3.6%
<i>Casual (1-7 times)</i>	2,818	69%	2,477	68%	2,395	69%	-15.0%	-3.3%
<i>Core(8+ times)</i>	1,281	31%	1,141	32%	1,091	31%	-14.8%	-4.4%
Rafting	3,883	100%	3,438	100%	3,474	100%	-10.5%	1.0%
Water Skiing	3,948	100%	3,203	100%	3,050	100%	-22.7%	-4.8%
<i>Casual (1-7 times)</i>	2,835	72%	2,355	74%	2,189	72%	-22.8%	-7.0%
<i>Core(8+ times)</i>	1,112	28%	847	26%	861	28%	-22.6%	1.7%
Wakeboarding	3,226	100%	2,729	100%	2,754	100%	-14.6%	0.9%
<i>Casual (1-7 times)</i>	2,308	72%	1,839	67%	2,007	73%	-13.0%	9.1%
<i>Core(8+ times)</i>	918	28%	890	33%	747	27%	-18.6%	-16.1%
Kayaking (White Water)	2,518	100%	2,583	100%	2,605	100%	3.5%	0.9%
Scuba Diving	3,274	100%	3,715	100%	2,588	100%	-21.0%	-30.3%
<i>Casual (1-7 times)</i>	2,405	73%	2,016	54%	1,880	73%	-21.8%	-6.7%
<i>Core(8+ times)</i>	869	27%	699	46%	708	27%	-18.5%	1.3%
Kayaking (Sea/Touring)	3,079	100%	2,652	100%	2,508	100%	-18.5%	-5.4%
Boardsailing/Windsurfing	1,766	100%	1,405	100%	1,268	100%	-28.2%	-9.8%
<i>Casual (1-7 times)</i>	1,461	83%	1,112	79%	1,015	80%	-30.5%	-8.7%
<i>Core(8+ times)</i>	305	17%	292	21%	253	20%	-17.0%	-13.4%
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%)