



DEMOGRAPHIC & RECREATION TRENDS ANALYSIS

1.1 INTRODUCTION

A key component of the Mt Prospect Park District Parks and Recreation Comprehensive Plan (“Plan”) is a Demographic & Recreation Trends Analysis. The purpose of this analysis is to provide the Mt Prospect Park District (“District”) 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 District and assists in providing a better understanding of the types of parks, facilities, and programs / services that are most appropriate to satisfy the needs of residents. Of important note is that this analysis is on the population within the District itself, which includes part of several communities including the Village of Mt. Prospect, City of Des Plaines, Village of Arlington Heights, and parts of Elk Grove Township.

This analysis is two-fold - it aims to help answer the *who* and the *what*. First, it assesses the demographic characteristics and population projections of District residents to understand *who* the District 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. Of course, public input from stakeholder interviews, focus groups, public meetings, and the statistically valid survey will further inform these needs and priorities.

The Demographic Analysis describes the population within the Mt. Prospect Park District. This assessment is reflective of the District’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 District’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 1.1.3

| DEMOGRAPHIC OVERVIEW | |
|---|--|
|  | <p>POPULATION:</p> <ul style="list-style-type: none"> ➤ 56,374 residents in 2021 ➤ -0.28% Growth rate Since 2010 ➤ 20,534 Households By 2036 |
| <p>AGE:</p> <ul style="list-style-type: none"> ➤ Median age: 40.8 ➤ Largest age segment: 35 - 54 ➤ Continued growth of 75+ through 2036 |  |
|  | <p>RACE/ETHNICITY:</p> <ul style="list-style-type: none"> ➤ 71% White Alone ➤ 15% Asian Alone ➤ 2% Black Alone ➤ 21% Hispanic |
| <p>INCOME:</p> <ul style="list-style-type: none"> ➤ Median household income: \$75,720 ➤ Per capita income: \$38,231 |  |

1.1.2 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 April 2022 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 District boundaries shown below were utilized for the demographic analysis.

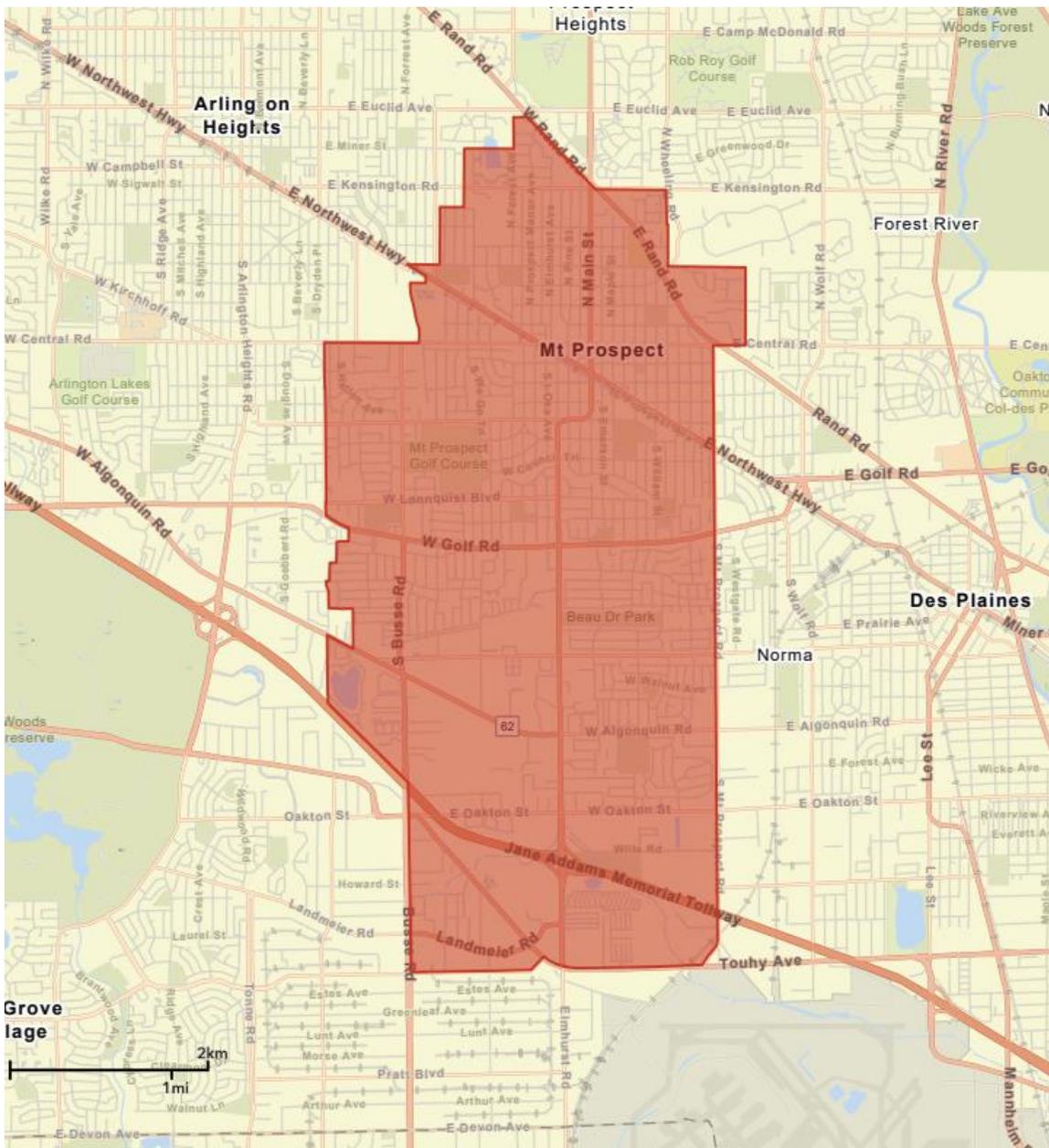


Figure 1 Shows the Boundary of Mt. Prospect Park District



1.1.3 DISTRICT POPULACE

POPULATION

Based on current census trends, the District’s total population is predicted to decrease in the coming years. The 2010 census population had Mt. Prospect with a total of 57,969 but is down to 56,374 (-0.28%) in 2021. By 2036 the Population is expected to continue to decrease and be 53,831 total people by 2036. The number of households is expected to follow the same trend as the population decreasing from 22,145 in 2010 to 21,521 in 2021. The total number of households is expected to continue to decrease and reach 20,534 by 2036.

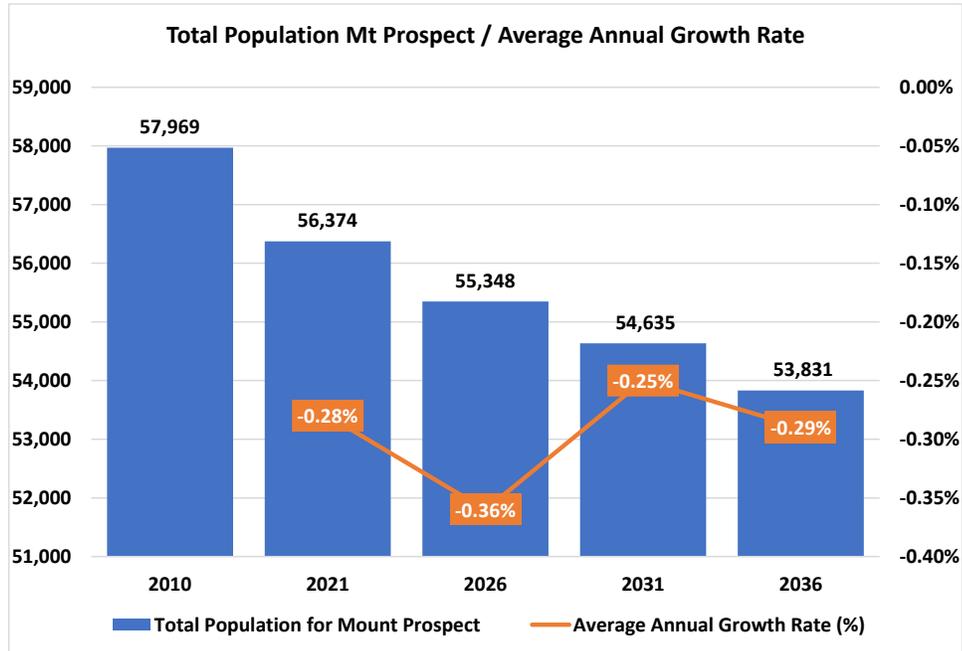


Figure 2 Total Population and Average Annual Growth Rate Projections for Mt. Prospect Park District

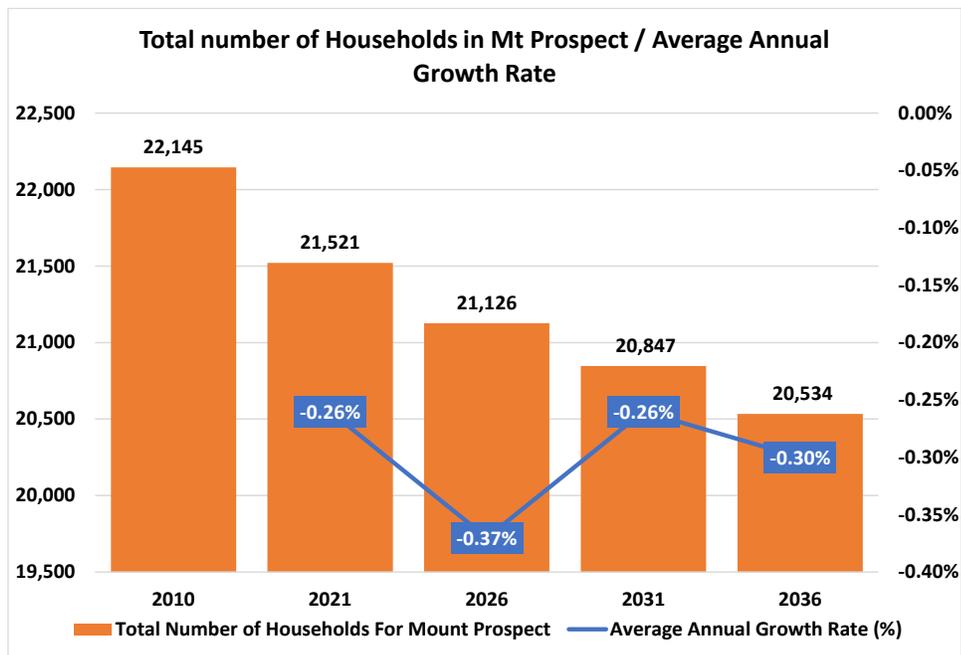


Figure 3 Total Households and Average Annual Growth Rate Projections for Mt. Prospect Park District

AGE SEGMENTATION

Evaluating the District’s age segmentation, the population exhibits a minor aging trend, with approximately 31% of all residents being 55+ years old. The District’s current median age is estimated at 40.8 years old which is older than U.S. median age (38.8 years old). Assessing the population, the District is projected to continue a gradual aging trend. Within the next 15 years the 55+ population is expected to be around 37% percent of the City’s total population. This is expected to be a result of increased life expectancies and most middle-aged adult residents “aging in place” while their children move elsewhere.

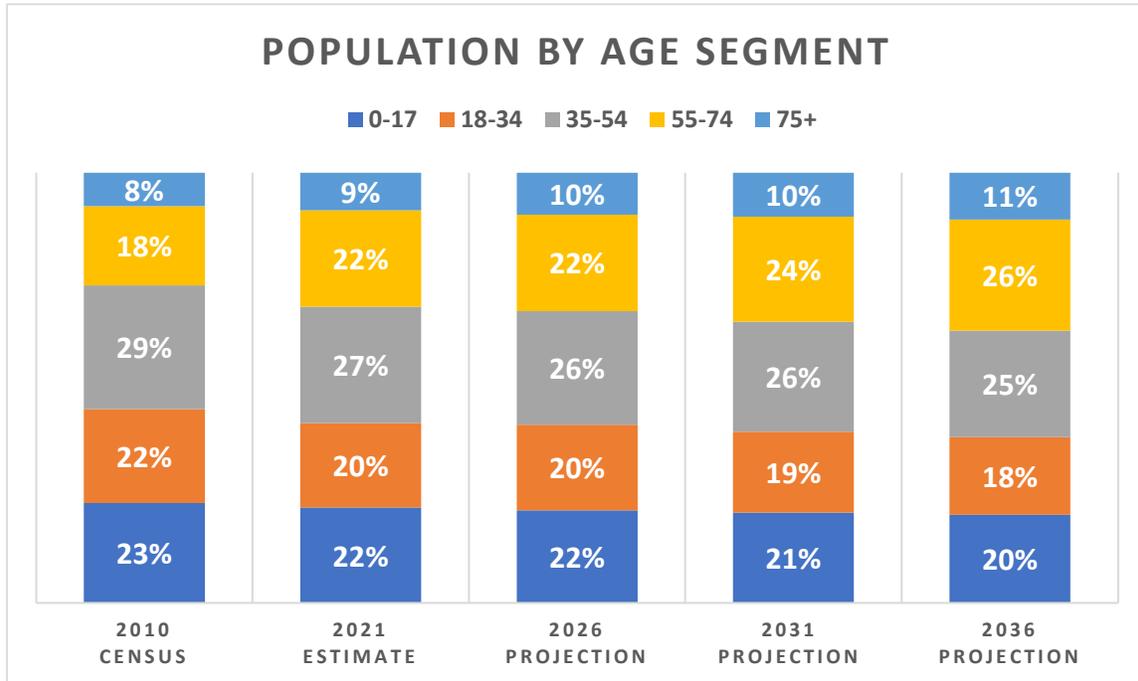


Figure 4 Projected Age Segmentation for Mt. Prospect Park District

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 who is struggling with rheumatoid arthritis may be limited to leisure recreation while a healthy 65-year-old may still be running 5K’s on an annual basis. Therefore, it may be more useful to divide this age segment into “Active,” “Low-Impact,” and/or “Social” Seniors.



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, the District’s current population is predominantly White Alone. The 2021 estimate shows that 71% of the population falls into the White Alone category, with Asian Alone (15%) representing the largest minority. The 2021 estimate also portrays a below average representation for other race groups, with Pacific Islander making up the smallest segment which is less than one percent of the total population. 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.

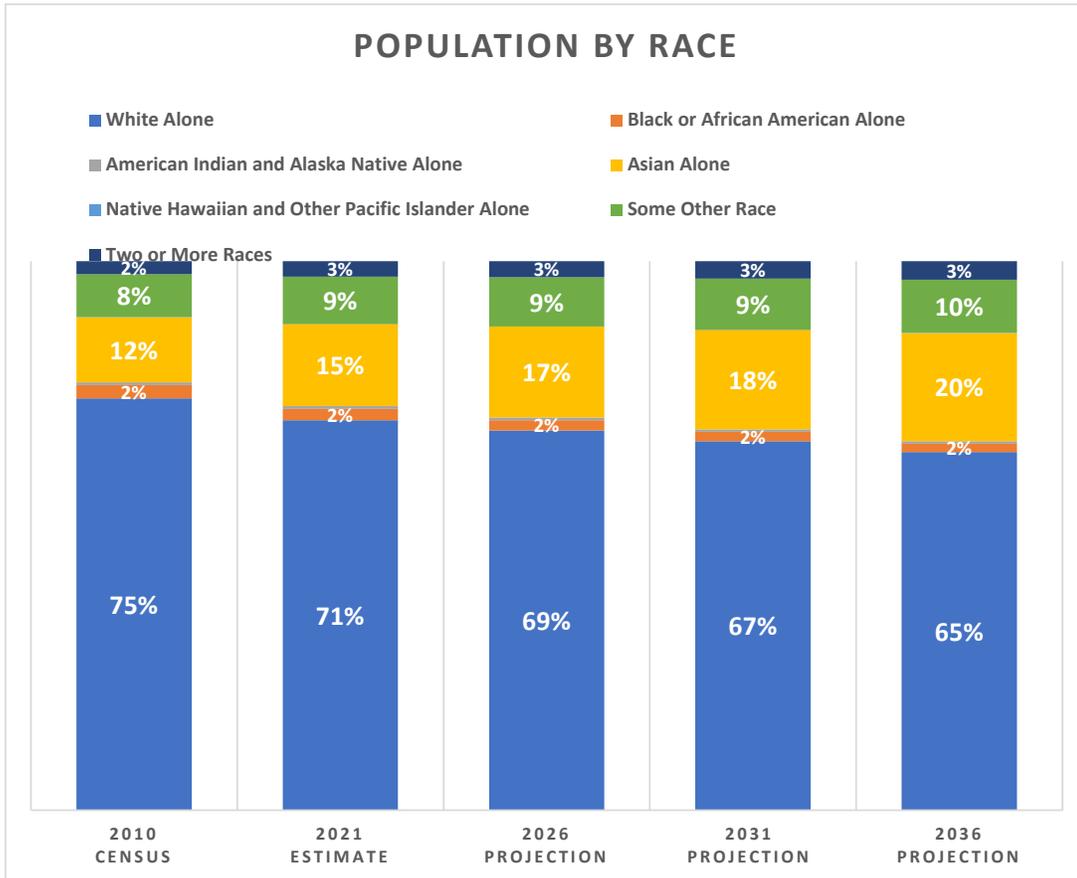


Figure 5 Projected Race Segmentations in Mt. Prospect Park District

ETHNICITY

The District’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 21% of the District’s population, which is above the national average (19% Hispanic/Latino). The Hispanic Population is expected to keep growing and expected to reach 24% of the population by 2036.

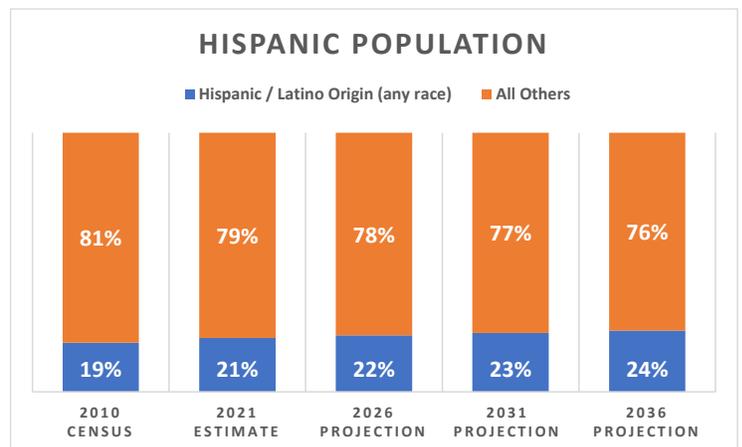


Figure 6 Projected Makeup of the Hispanic Population



HOUSEHOLD INCOME

As seen below, the District's per capita income (\$38,231) and median household income (\$75,720) 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 within the same household. These above average income characteristics should be taken into consideration when Mt. Prospect Park District is pricing programs and calculating cost recovery goals. However, the District should also consider the negative economic impact that Covid-19 has had on Mt. Prospect's residents as this could be a significant factor in the amount of disposable income within the District.

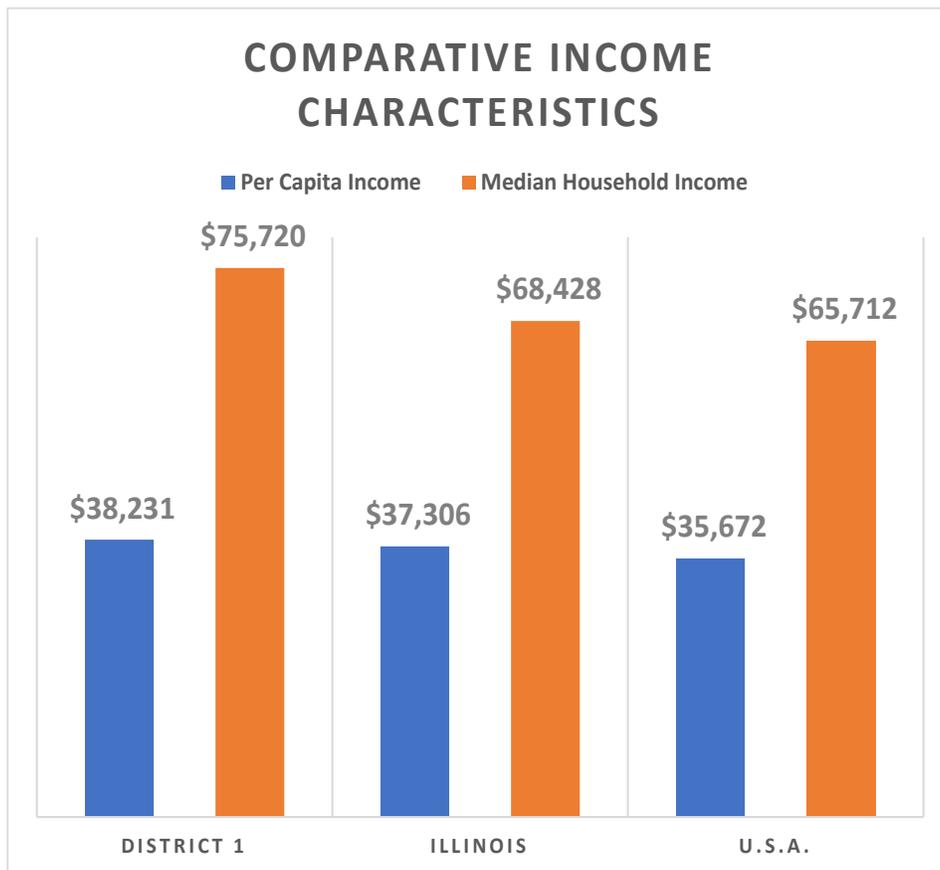


Figure 7 Average Income Levels of Mt. Prospect Park District Compared to State and National Averages

1.2 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.

1.2.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2022* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends



The study is based on findings from surveys conducted in 2021 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 304,745,039 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 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.



1.2.2 IMPACTS OF COVID-19

Approximately 232.6 million people ages 6 and over reported being active in 2021, which is a 1.3% increase from 2020 and the greatest number of active Americans in the last 5 years. There were more things to do as outdoor activities thrived, fitness at home became more popular, and team sports started back up after the COVID-19 hiatus.

Americans continued to practice yoga, attend Pilates training, and workout with kettlebells. They were drawn to the ease of pickleball and the competitiveness of tennis. Many started at indoor climbing, while others took to the hiking trail. The waterways traffic had an increase of stand-up paddlers, kayaks, and jet skis. Gymnastics, swimming on a team, court volleyball, and fast-pitch softball benefited from the participation boom created from the Olympics.

Water sports had the largest gain in participation rates. Activities such as kayaking, stand-up paddling, and boardsailing/windsurfing all contributed to the 2.0 percent increase. Outdoor sports continued to grow with 53.9 percent of the U.S. population participating. This rate remains higher than pre-pandemic levels, having 6.2 percent gain over 50.7 percent participation rate in 2019. The largest contributor to this gain was trail running having increased 5.6 percent in one year and 13.9 percent from 2019.

Generationally, fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z.

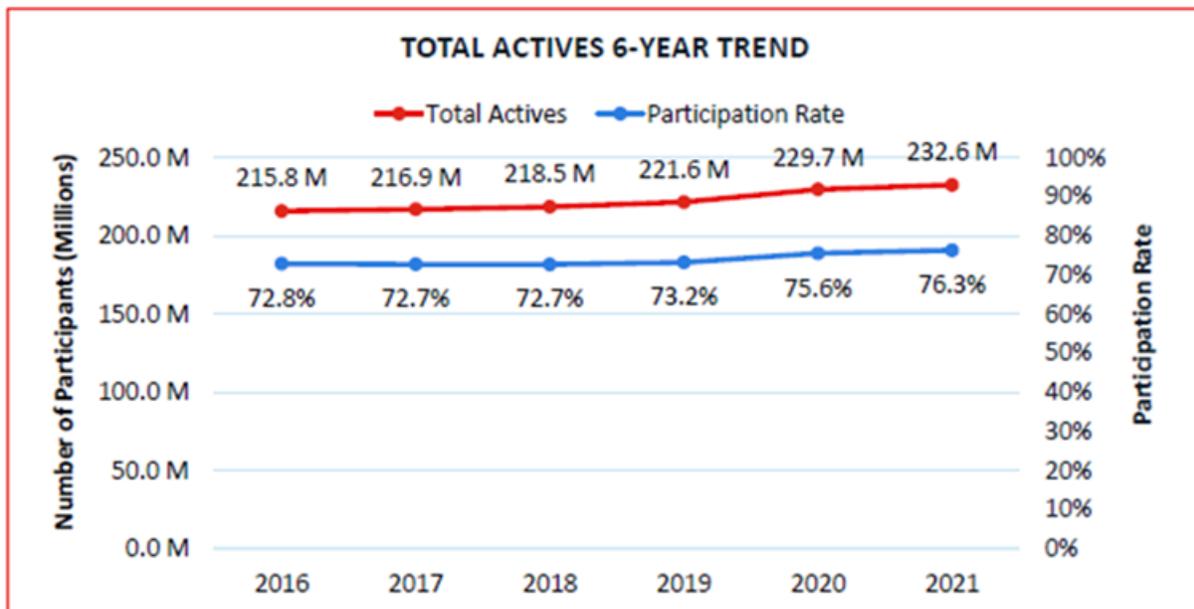


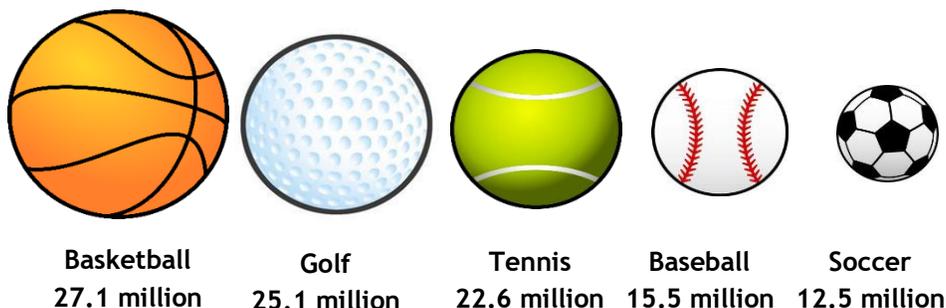
Figure 8 Activities and Participation Levels on a National Level

1.2.3 NATIONAL TRENDS IN RECREATION

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were Basketball (27.1 million), Golf (25.1 million), and Tennis (22.6 million) which have participation figures well more than the other activities within the general sports category. Baseball (15.5 million), and Outdoor Soccer (12.5 million) round out the top five.

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with 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 most 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 2016, Pickleball (71.2%), Golf- Entertainment Venues (51.3%), and Tennis (25.1%) have shown the largest increase in participation. Similarly, Basketball (21.4%) and Competition Boxing (20.7%) have also experienced significant growth. Based on the five-year trend from 2016-2021, the sports that are most rapidly declining in participation include Ultimate Frisbee (-40.4%), Roller Hockey (-26.1%), Volleyball (Sand/Beach) (-23.8%), Squash (-23.5%), Slow Pitch Softball (-21.9%), and Gymnastics (-20.7%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with Pickleball (14.8%) and Boxing for Competition (7.3%) experiencing some of the greatest increases in participation this past year. The greatest one-year increases also include Fast Pitch Softball (15.3%), Gymnastics (10.9%), and Court Volleyball (8.1%). Basketball (-2.2%), Flag Football (-1.6%), Indoor Soccer (-0.6%) and Baseball (-0.5%) have shown a five-year trend increase, but a one-year trend decreases. This is a direct result of coming out of the COVID-19 pandemic. Similarly, other team sports such as Ultimate Frisbee (-5.8%), Slow Pitch Softball (-5.4%), Roller Hockey (-5%), Racquetball (-4.8%) and Beach/Sand Volleyball (-3.1%), 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 have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). Due to the COVID-19 Pandemic, most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for Court Volleyball, Pickleball, Fast Pitch Softball, Gymnastics and Lacrosse in the past year. *Please see Appendix A for full Core vs. Casual Participation breakdown.*

| National Participatory Trends - General Sports | | | | | |
|--|----------------------|--------|--------|--------------|--------------|
| Activity | Participation Levels | | | % Change | |
| | 2016 | 2020 | 2021 | 5-Year Trend | 1-Year Trend |
| Basketball | 22,343 | 27,753 | 27,135 | 21.4% | -2.2% |
| Golf (9 or 18-Hole Course) | 23,815 | 24,804 | 25,111 | 5.4% | 1.2% |
| Tennis | 18,079 | 21,642 | 22,617 | 25.1% | 4.5% |
| Baseball | 14,760 | 15,731 | 15,587 | 5.6% | -0.9% |
| Soccer (Outdoor) | 11,932 | 12,444 | 12,556 | 5.2% | 0.9% |
| Golf (Entertainment Venue) | 8,173 | 12,057 | 12,362 | 51.3% | 2.5% |
| Softball (Slow Pitch) | 7,690 | 6,349 | 6,008 | -21.9% | -5.4% |
| Football (Flag) | 6,173 | 7,001 | 6,889 | 11.6% | -1.6% |
| Volleyball (Court) | 6,216 | 5,410 | 5,849 | -5.9% | 8.1% |
| Badminton | 7,354 | 5,862 | 6,061 | -17.6% | 3.4% |
| Soccer (Indoor) | 5,117 | 5,440 | 5,408 | 5.7% | -0.6% |
| Football (Touch) | 5,686 | 4,846 | 4,884 | -14.1% | 0.8% |
| Football (Tackle) | 5,481 | 5,054 | 5,228 | -4.6% | 3.4% |
| Gymnastics | 5,381 | 3,848 | 4,268 | -20.7% | 10.9% |
| Volleyball (Sand/Beach) | 5,489 | 4,320 | 4,184 | -23.8% | -3.1% |
| Track and Field | 4,116 | 3,636 | 3,587 | -12.9% | -1.3% |
| Cheerleading | 4,029 | 3,308 | 3,465 | -14.0% | 4.7% |
| Pickleball | 2,815 | 4,199 | 4,819 | 71.2% | 14.8% |
| Racquetball | 3,579 | 3,426 | 3,260 | -8.9% | -4.8% |
| Ice Hockey | 2,697 | 2,270 | 2,306 | -14.5% | 1.6% |
| Ultimate Frisbee | 3,673 | 2,325 | 2,190 | -40.4% | -5.8% |
| Softball (Fast Pitch) | 2,467 | 1,811 | 2,088 | -15.4% | 15.3% |
| Lacrosse | 2,090 | 1,884 | 1,892 | -9.5% | 0.4% |
| Wrestling | 1,922 | 1,931 | 1,937 | 0.8% | 0.3% |
| Roller Hockey | 1,929 | 1,500 | 1,425 | -26.1% | -5.0% |
| Boxing for Competition | 1,210 | 1,361 | 1,460 | 20.7% | 7.3% |
| Rugby | 1,550 | 1,242 | 1,238 | -20.1% | -0.3% |
| Squash | 1,549 | 1,163 | 1,185 | -23.5% | 1.9% |

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 Fitness Participatory Trends

1.2.4 NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced rapid 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 2021 also were those that could be done at home or in a virtual class environment. The activities with the most participation was Fitness Walking (115.8 million), Treadmill (53.6 million), Free Weights (52.6 million), Running/Jogging (48.9 million), and Yoga (34.3 million).



FIVE-YEAR TREND

Over the last five years (2016-2021), the activities growing at the highest rate are Trail Running (45.9%), Yoga (30.8%), Dance, Step & Choreographed Exercise (13.3%), and Pilates Training (9.6%). Over the same period, the activities that have undergone the biggest decline include Group Stationary Cycling (-33.5%), Traditional Triathlon (26.4%), Cardio Kickboxing (-26.1%), Cross-Training Style Workout (-24.4%) and Non-Traditional Triathlons (-23.5%).

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 Treadmill (7.6%), Cross-Training Style Workouts (6.4%) Trail Running (5.6%), Yoga (4.7%), and Stair Climbing (4.7%). In the same span, the activities that had the largest decline in participation were those that would take more time and investment. The greatest drops were seen in Traditional Triathlon (-5.3%), Aerobics (-5.1%), Non-Traditional Triathlons (-4.3%), and Cardio Kickboxing (-3.7%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their casual user's base (participating 1-49 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 | |
| | 2016 | 2020 | 2021 | 5-Year Trend | 1-Year Trend |
| Fitness Walking | 107,895 | 114,044 | 115,814 | 7.3% | 1.6% |
| Treadmill | 51,872 | 49,832 | 53,627 | 3.4% | 7.6% |
| Free Weights (Dumbbells/Hand Weights) | 51,513 | 53,256 | 52,636 | 2.2% | -1.2% |
| Running/Jogging | 47,384 | 50,652 | 48,977 | 3.4% | -3.3% |
| Stationary Cycling (Recumbent/Upright) | 36,118 | 31,287 | 32,453 | -10.1% | 3.7% |
| Weight/Resistant Machines | 35,768 | 30,651 | 30,577 | -14.5% | -0.2% |
| Elliptical Motion Trainer | 32,218 | 27,920 | 27,618 | -14.3% | -1.1% |
| Yoga | 26,268 | 32,808 | 34,347 | 30.8% | 4.7% |
| Free Weights (Barbells) | 26,473 | 28,790 | 28,243 | 6.7% | -1.9% |
| Dance, Step, & Choreographed Exercise | 21,839 | 25,160 | 24,752 | 13.3% | -1.6% |
| Bodyweight Exercise | 25,110 | 22,845 | 22,629 | -9.9% | -0.9% |
| Aerobics (High Impact/Intensity Training HIIT) | 10,575 | 10,954 | 10,400 | -1.7% | -5.1% |
| Stair Climbing Machine | 15,079 | 11,261 | 11,786 | -21.8% | 4.7% |
| Cross-Training Style Workout | 12,914 | 9,179 | 9,764 | -24.4% | 6.4% |
| Trail Running | 8,582 | 11,854 | 12,520 | 45.9% | 5.6% |
| Stationary Cycling (Group) | 8,937 | 6,054 | 5,939 | -33.5% | -1.9% |
| Pilates Training | 8,893 | 9,905 | 9,745 | 9.6% | -1.6% |
| Cardio Kickboxing | 6,899 | 5,295 | 5,099 | -26.1% | -3.7% |
| Boot Camp Style Cross-Training | 6,583 | 4,969 | 5,169 | -21.5% | 4.0% |
| Martial Arts | 5,745 | 6,064 | 6,186 | 7.7% | 2.0% |
| Boxing for Fitness | 5,175 | 5,230 | 5,237 | 1.2% | 0.1% |
| Tai Chi | 3,706 | 3,300 | 3,393 | -8.4% | 2.8% |
| Barre | 3,329 | 3,579 | 3,659 | 9.9% | 2.2% |
| Triathlon (Traditional/Road) | 2,374 | 1,846 | 1,748 | -26.4% | -5.3% |
| Triathlon (Non-Traditional/Off Road) | 1,705 | 1,363 | 1,304 | -23.5% | -4.3% |

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

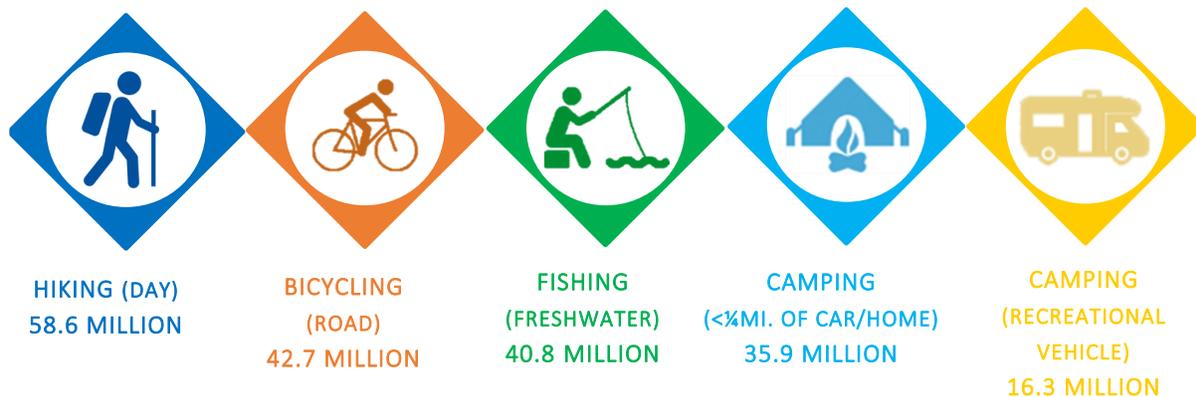
| | | | | |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|
| Legend: | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|

Figure 10 General Fitness Participatory Trends

1.2.5 NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate rapid 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 2016-2021, 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 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

Most 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 | |
| | 2016 | 2020 | 2021 | 5-Year Trend | 1-Year Trend |
| Hiking (Day) | 42,128 | 57,808 | 58,697 | 39.3% | 1.5% |
| Bicycling (Road) | 38,365 | 44,471 | 42,775 | 11.5% | -3.8% |
| Fishing (Freshwater) | 38,121 | 42,556 | 40,853 | 7.2% | -4.0% |
| Camping (< 1/4 Mile of Vehicle/Home) | 26,467 | 36,082 | 35,985 | 36.0% | -0.3% |
| Camping (Recreational Vehicle) | 15,855 | 17,825 | 16,371 | 3.3% | -8.2% |
| Fishing (Saltwater) | 12,266 | 14,527 | 13,790 | 12.4% | -5.1% |
| Birdwatching (>1/4 mile of Vehicle/Home) | 11,589 | 15,228 | 14,815 | 27.8% | -2.7% |
| Backpacking Overnight | 10,151 | 10,746 | 10,306 | 1.5% | -4.1% |
| Bicycling (Mountain) | 8,615 | 8,998 | 8,693 | 0.9% | -3.4% |
| Archery | 7,903 | 7,249 | 7,342 | -7.1% | 1.3% |
| Fishing (Fly) | 6,456 | 7,753 | 7,458 | 15.5% | -3.8% |
| Skateboarding | 6,442 | 8,872 | 8,747 | 35.8% | -1.4% |
| Climbing (Indoor) | - | 5,535 | 5,684 | N/A | 2.7% |
| Roller Skating, In-Line | 5,381 | 4,892 | 4,940 | -8.2% | 1.0% |
| Bicycling (BMX) | 3,104 | 3,880 | 3,861 | 24.4% | -0.5% |
| Climbing (Traditional/Ice/Mountaineering) | 2,790 | 2,456 | 2,374 | -14.9% | -3.3% |
| Climbing (Sport/Boulder) | - | 2,290 | 2,301 | N/A | 0.5% |
| Adventure Racing | 2,999 | 1,966 | 1,826 | -39.1% | -7.1% |

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%) |
|----------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|

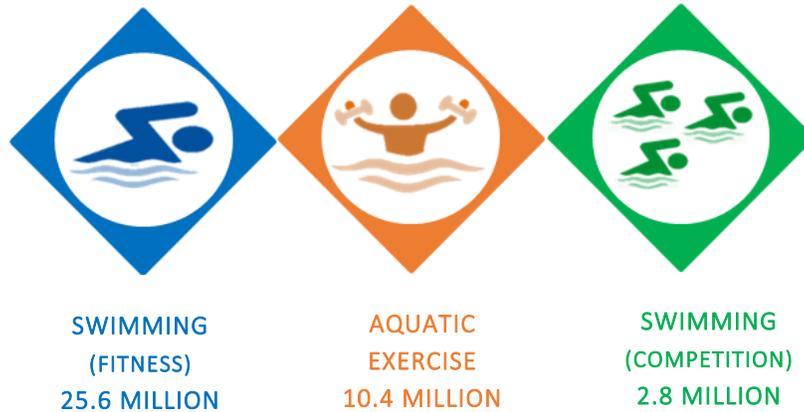
Figure 11 Outdoor Adventure Participatory Trends



1.2.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is why it continues to have such strong participation. In 2021, Fitness Swimming remained the overall leader in participation (25.6 million) amongst aquatic activities, even though 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, no activity has experienced an increase from 2016-2021, due to the accessibility of facilities during Covid-19. While Fitness Swimming and Aquatic Exercise underwent a slight decline, dropping -3.7% and -1.7% respectively, Competitive Swimming suffered a -16.2% decline in participation.

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 Aquatic Exercise (-5.1%) having the largest decline, followed by Fitness Swimming (-0.2%). Participation in Competitive swimming increased by 8%.

CORE VS. CASUAL TRENDS IN AQUATICS

Only Aquatic Exercise has undergone an increase 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 period. 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 | |
| | 2016 | 2020 | 2021 | 5-Year Trend | 1-Year Trend |
| Swimming (Fitness) | 26,601 | 25,666 | 25,620 | -3.7% | -0.2% |
| Aquatic Exercise | 10,575 | 10,954 | 10,400 | -1.7% | -5.1% |
| Swimming (Competition) | 3,369 | 2,615 | 2,824 | -16.2% | 8.0% |
| 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 Aquatics Participatory Trends

1.2.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2021 were Recreational Kayaking (13.3 million), Canoeing (9.2 million), and Snorkeling (7.3 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 influence water activity participation.



FIVE-YEAR TREND

Over the last five years, Recreational Kayaking (33.3%), Surfing (24%), and Stand-Up Paddling (16.1%) were the fastest growing water activities. White Water Kayaking (1.4%) was the only other activity with an increase in participation. From 2016-2021, activities declining in participation most rapidly were Boardsailing/Windsurfing (-25.3%), Scuba Diving (-20.4%), Water Skiing (-17.4%), Sea Kayaking (-17.2%) Snorkeling (-16.1%), and Sailing (-15.4%).

ONE-YEAR TREND

Recreational Kayaking (2.7%) and Stand-Up Paddling (1.7%) were the activities to grow both over 5 years and in the last one year. Activities which experienced the largest decreases in participation in the most recent year include Surfing (-8.9%), Snorkeling (-5.3%), Scuba Diving (-4.3%), and Canoeing (-4.1%).

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 why many water sports/activities have experienced decreases in participation in recent years. *Please see Appendix A for full Core vs. Casual Participation breakdown.*

1.2.8 LOCAL SPORT AND LEISURE MARKET POTENTIAL

LOCAL SPORT AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for Mt Prospect 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 District’s MPIs, the data demonstrates well above average market potential index (MPI) numbers. When assessing each category market potential charts, all but one activity scored above 100. These above average MPI scores show that the District’s residents have a strong participation presence when it comes to recreational offerings, especially pertaining to fitness and general sports. This becomes significant when the District considers starting up recent 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 District. 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 District.

GENERAL SPORTS MARKET POTENTIAL

The General Sports category shows five activities That scored above the national average. Those Five are Soccer (115), Baseball (109), Tennis (107), Volleyball (105), and Golf (101).

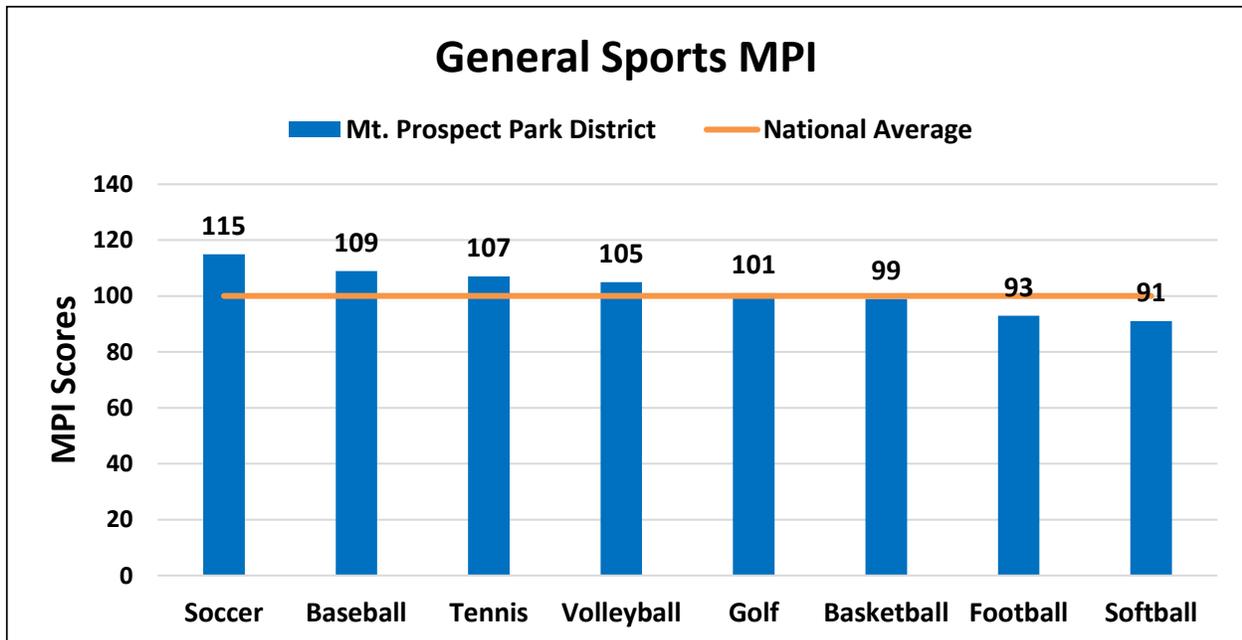


Figure 13 General Sports Participation Trends



FITNESS MARKET POTENTIAL

Assessing MPI scores for the Fitness Activity category reveals that all fitness activities are above the national average, Zumba (113) is the most popular followed by Pilates (112) and Yoga (111) being the top three activities.

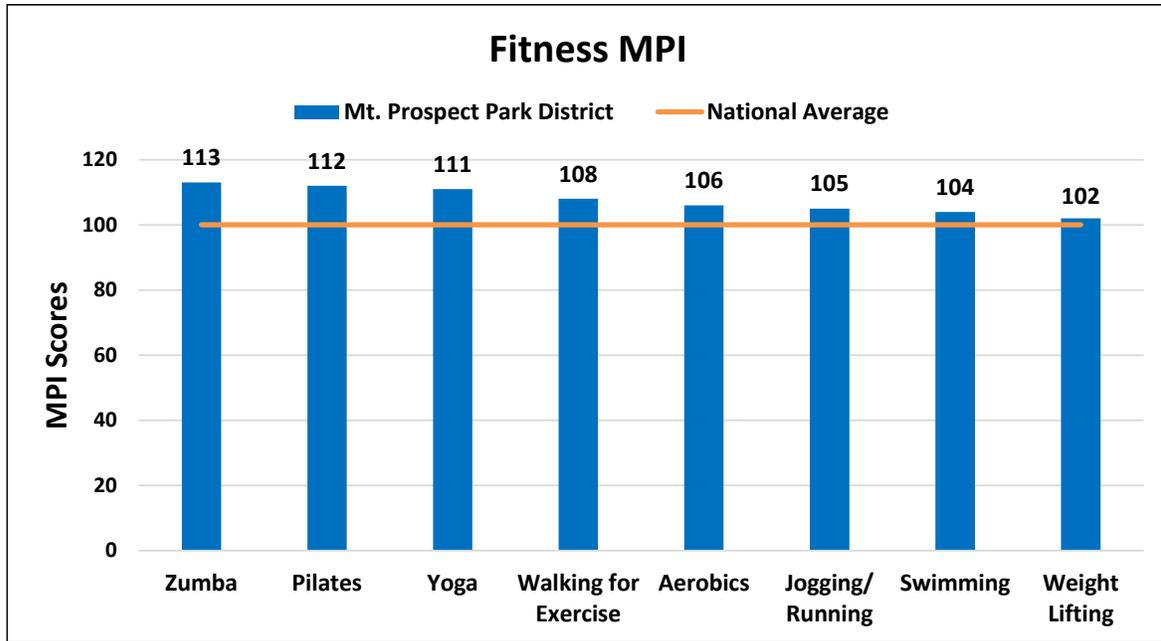


Figure 14 General Fitness Participation Trends

OUTDOOR ACTIVITY MARKET POTENTIAL

Overall, the Outdoor Activity MPI chart reflects that Mt. Prospect Park District is above the national average in all activities recorded besides Canoeing (93), and Fishing Freshwater (80). The most popular activities are Bicycling (mountain) (110) followed by Hiking (106) and then Bicycling (road) (103).

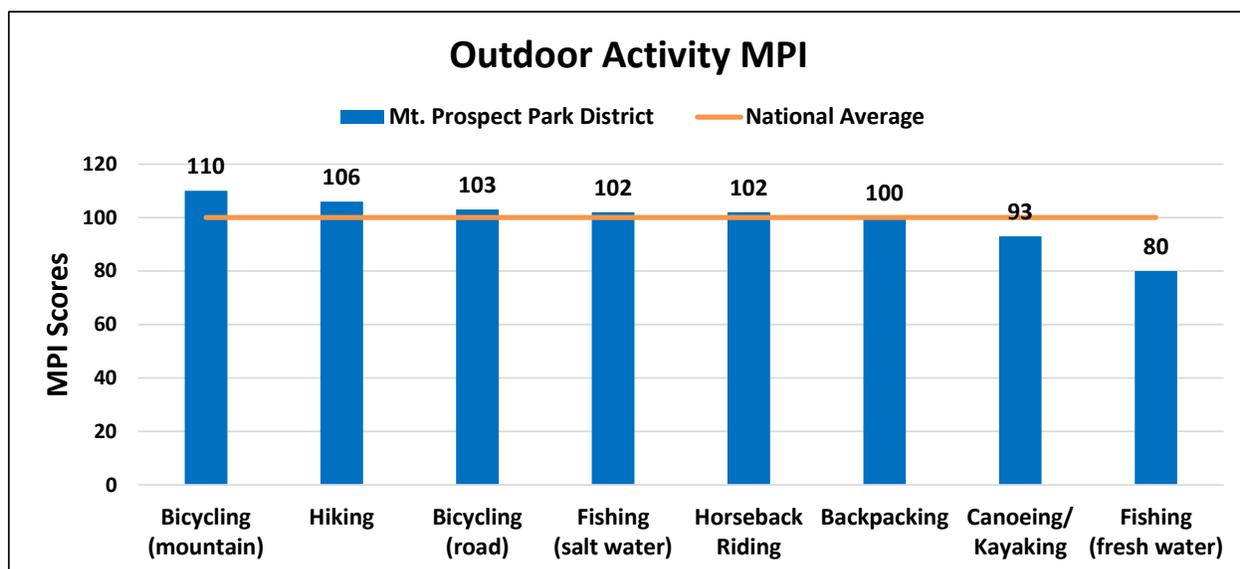


Figure 15 Outdoor Activity Participation Trends

COMMERCIAL RECREATION MARKET POTENTIAL

The Commercial Recreation category reveals that there are several activities that have a MPI score above the national average. The most popular events are ones where the individual has experienced an event rather than doing an activity. Those events are Went to An Art Gallery (119), Went to Live Theater (117), Attended a Dance Performance (114), Went to a Museum (113), and Attended a Sporting Event (112). The events where an Individual does an activity are Participated in a Book Club, (112), Visited a Theme Park (112), Danced or went Dancing (109), Visited an Indoor Water Park (104), and Did Photography and Did Painting / Drawing had the same score (101). The money spent on sports equipment is below the national average which is in line with the below average income from the demographic report.

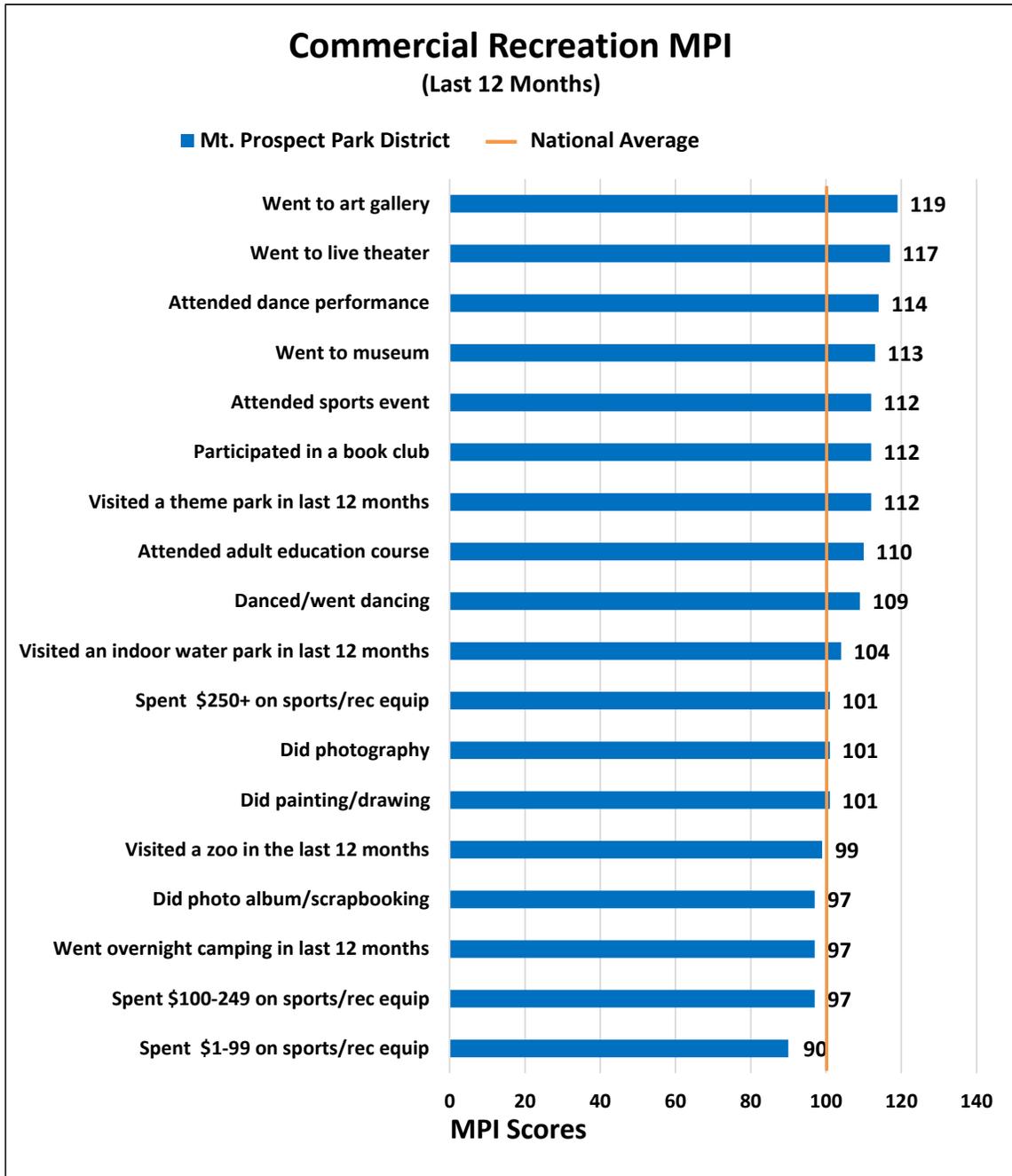


Figure 16 Commercial Recreation Participation Trends



APPENDIX A- CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS

| National Core vs Casual Participatory Trends - General Sports | | | | | | | | |
|---|----------------------|------|--------|------|--------|------|--------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| | # | % | # | % | # | % | | |
| Basketball | 22,343 | 100% | 27,753 | 100% | 27,135 | 100% | 21.4% | -2.2% |
| <i>Casual (1-12 times)</i> | 7,486 | 34% | 11,962 | 43% | 11,019 | 41% | 47.2% | -7.9% |
| <i>Core (13+ times)</i> | 14,857 | 66% | 15,791 | 57% | 16,019 | 59% | 7.8% | 1.4% |
| Golf (9 or 18-Hole Course) | 23,815 | 100% | 24,804 | 100% | 25,111 | 100% | 5.4% | 1.2% |
| Tennis | 18,079 | 100% | 21,642 | 100% | 22,617 | 100% | 25.1% | 4.5% |
| Baseball | 14,760 | 100% | 15,731 | 100% | 15,587 | 100% | 5.6% | -0.9% |
| <i>Casual (1-12 times)</i> | 5,673 | 38% | 8,089 | 51% | 7,392 | 47% | 30.3% | -8.6% |
| <i>Core (13+ times)</i> | 9,087 | 62% | 7,643 | 49% | 8,195 | 53% | -9.8% | 7.2% |
| Soccer (Outdoor) | 11,932 | 100% | 12,444 | 100% | 12,556 | 100% | 5.2% | 0.9% |
| <i>Casual (1-25 times)</i> | 6,342 | 53% | 8,360 | 67% | 7,586 | 60% | 19.6% | -9.3% |
| <i>Core (26+ times)</i> | 5,590 | 47% | 4,084 | 33% | 4,970 | 40% | -11.1% | 21.7% |
| Softball (Slow Pitch) | 7,690 | 100% | 6,349 | 100% | 6,008 | 100% | -21.9% | -5.4% |
| <i>Casual (1-12 times)</i> | 3,377 | 44% | 2,753 | 43% | 2,729 | 45% | -19.2% | -0.9% |
| <i>Core (13+ times)</i> | 4,314 | 56% | 3,596 | 57% | 3,279 | 55% | -24.0% | -8.8% |
| Football (Flag) | 6,173 | 123% | 7,001 | 121% | 6,889 | 123% | 11.6% | -1.6% |
| <i>Casual (1-12 times)</i> | 3,249 | 53% | 4,287 | 61% | 4,137 | 60% | 27.3% | -3.5% |
| <i>Core (13+ times)</i> | 2,924 | 47% | 2,714 | 39% | 2,752 | 40% | -5.9% | 1.4% |
| <i>Core Age 6 to 17 (13+ times)</i> | 1,401 | 23% | 1,446 | 21% | 1,574 | 23% | 12.3% | 8.9% |
| Volleyball (Court) | 6,216 | 100% | 5,410 | 100% | 5,849 | 100% | -5.9% | 8.1% |
| <i>Casual (1-12 times)</i> | 2,852 | 46% | 2,204 | 41% | 2,465 | 42% | -13.6% | 11.8% |
| <i>Core (13+ times)</i> | 3,364 | 54% | 3,206 | 59% | 3,384 | 58% | 0.6% | 5.6% |
| Badminton | 7,354 | 100% | 5,862 | 100% | 6,061 | 100% | -17.6% | 3.4% |
| <i>Casual (1-12 times)</i> | 5,285 | 72% | 4,129 | 70% | 4,251 | 70% | -19.6% | 3.0% |
| <i>Core (13+ times)</i> | 2,069 | 28% | 1,733 | 30% | 1,810 | 30% | -12.5% | 4.4% |
| Football (Touch) | 5,686 | 100% | 4,846 | 100% | 4,884 | 100% | -14.1% | 0.8% |
| <i>Casual (1-12 times)</i> | 3,304 | 58% | 2,990 | 62% | 3,171 | 65% | -4.0% | 6.1% |
| <i>Core (13+ times)</i> | 2,383 | 42% | 1,856 | 38% | 1,713 | 35% | -28.1% | -7.7% |
| Soccer (Indoor) | 5,117 | 100% | 5,440 | 100% | 5,408 | 100% | 5.7% | -0.6% |
| <i>Casual (1-12 times)</i> | 2,347 | 46% | 3,377 | 62% | 3,054 | 56% | 30.1% | -9.6% |
| <i>Core (13+ times)</i> | 2,770 | 54% | 2,063 | 38% | 2,354 | 44% | -15.0% | 14.1% |
| Football (Tackle) | 5,481 | 146% | 5,054 | 144% | 5,228 | 140% | -4.6% | 3.4% |
| <i>Casual (1-25 times)</i> | 2,242 | 41% | 2,390 | 47% | 2,642 | 51% | 17.8% | 10.5% |
| <i>Core (26+ times)</i> | 3,240 | 59% | 2,665 | 53% | 2,586 | 49% | -20.2% | -3.0% |
| <i>Core Age 6 to 17 (26+ times)</i> | 2,543 | 46% | 2,226 | 44% | 2,110 | 40% | -17.0% | -5.2% |
| Gymnastics | 5,381 | 100% | 3,848 | 100% | 4,268 | 100% | -20.7% | 10.9% |
| <i>Casual (1-49 times)</i> | 3,580 | 67% | 2,438 | 63% | 2,787 | 65% | -22.2% | 14.3% |
| <i>Core (50+ times)</i> | 1,800 | 33% | 1,410 | 37% | 1,482 | 35% | -17.7% | 5.1% |
| Volleyball (Sand/Beach) | 5,489 | 100% | 4,320 | 100% | 4,184 | 100% | -23.8% | -3.1% |
| <i>Casual (1-12 times)</i> | 3,989 | 73% | 3,105 | 72% | 2,918 | 70% | -26.8% | -6.0% |
| <i>Core (13+ times)</i> | 1,500 | 27% | 1,215 | 28% | 1,265 | 30% | -15.7% | 4.1% |
| Track and Field | 4,116 | 100% | 3,636 | 100% | 3,587 | 100% | -12.9% | -1.3% |
| <i>Casual (1-25 times)</i> | 1,961 | 48% | 1,589 | 44% | 1,712 | 48% | -12.7% | 7.7% |
| <i>Core (26+ times)</i> | 2,155 | 52% | 2,046 | 56% | 1,875 | 52% | -13.0% | -8.4% |

| | | | | | |
|--|---|---------------------------------|---|-----------------------------------|---|
| 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%) |

Figure 17 General Sports Appendix

GENERAL SPORTS (CONTINUED)

| National Core vs Casual Participatory Trends - General Sports | | | | | | | | |
|---|----------------------|------|--------|------|--------|------|--------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| # | % | # | % | # | % | | | |
| Cheerleading | 4,029 | 100% | 3,308 | 100% | 3,465 | 100% | -14.0% | 4.7% |
| <i>Casual (1-25 times)</i> | 2,365 | 59% | 1,931 | 58% | 2,030 | 59% | -14.2% | 5.1% |
| <i>Core (26+ times)</i> | 1,664 | 41% | 1,377 | 42% | 1,435 | 41% | -13.8% | 4.2% |
| Pickleball | 2,815 | 100% | 4,199 | 100% | 4,819 | 100% | 71.2% | 14.8% |
| <i>Casual (1-12 times)</i> | 1,710 | 61% | 2,835 | 68% | 3,454 | 72% | 102.0% | 21.8% |
| <i>Core (13+ times)</i> | 1,106 | 39% | 1,364 | 32% | 1,365 | 28% | 23.4% | 0.1% |
| Racquetball | 3,579 | 100% | 3,426 | 100% | 3,260 | 100% | -8.9% | -4.8% |
| <i>Casual (1-12 times)</i> | 2,488 | 70% | 2,476 | 72% | 2,270 | 70% | -8.8% | -8.3% |
| <i>Core (13+ times)</i> | 1,092 | 31% | 950 | 28% | 990 | 30% | -9.3% | 4.2% |
| Ice Hockey | 2,697 | 100% | 2,270 | 100% | 2,306 | 100% | -14.5% | 1.6% |
| <i>Casual (1-12 times)</i> | 1,353 | 50% | 1,165 | 51% | 1,206 | 52% | -10.9% | 3.5% |
| <i>Core (13+ times)</i> | 1,344 | 50% | 1,105 | 49% | 1,101 | 48% | -18.1% | -0.4% |
| Ultimate Frisbee | 3,673 | 100% | 2,325 | 100% | 2,190 | 100% | -40.4% | -5.8% |
| <i>Casual (1-12 times)</i> | 2,746 | 75% | 1,476 | 63% | 1,441 | 66% | -47.5% | -2.4% |
| <i>Core (13+ times)</i> | 927 | 25% | 849 | 37% | 749 | 34% | -19.2% | -11.8% |
| Softball (Fast Pitch) | 2,467 | 100% | 1,811 | 100% | 2,088 | 100% | -15.4% | 15.3% |
| <i>Casual (1-25 times)</i> | 1,198 | 49% | 650 | 36% | 934 | 45% | -22.0% | 43.7% |
| <i>Core (26+ times)</i> | 1,269 | 51% | 1,162 | 64% | 1,154 | 55% | -9.1% | -0.7% |
| Lacrosse | 2,090 | 100% | 1,884 | 100% | 1,892 | 100% | -9.5% | 0.4% |
| <i>Casual (1-12 times)</i> | 1,153 | 55% | 902 | 48% | 1,009 | 53% | -12.5% | 11.9% |
| <i>Core (13+ times)</i> | 938 | 45% | 982 | 52% | 883 | 47% | -5.9% | -10.1% |
| Wrestling | 1,922 | 100% | 1,931 | 100% | 1,937 | 100% | 0.8% | 0.3% |
| <i>Casual (1-25 times)</i> | 1,139 | 59% | 1,239 | 64% | 1,290 | 67% | 13.3% | 4.1% |
| <i>Core (26+ times)</i> | 782 | 41% | 692 | 36% | 647 | 33% | -17.3% | -6.5% |
| Roller Hockey | 1,929 | 100% | 1,500 | 100% | 1,425 | 100% | -26.1% | -5.0% |
| <i>Casual (1-12 times)</i> | 1,438 | 75% | 1,129 | 75% | 1,088 | 76% | -24.3% | -3.6% |
| <i>Core (13+ times)</i> | 491 | 25% | 371 | 25% | 337 | 24% | -31.4% | -9.2% |
| Boxing for Competition | 1,210 | 100% | 1,361 | 100% | 1,460 | 100% | 20.7% | 7.3% |
| <i>Casual (1-12 times)</i> | 1,035 | 86% | 1,214 | 89% | 1,262 | 86% | 21.9% | 4.0% |
| <i>Core (13+ times)</i> | 176 | 15% | 147 | 11% | 199 | 14% | 13.1% | 35.4% |
| Rugby | 1,550 | 100% | 1,242 | 100% | 1,238 | 100% | -20.1% | -0.3% |
| <i>Casual (1-7 times)</i> | 1,090 | 70% | 807 | 65% | 778 | 63% | -28.6% | -3.6% |
| <i>Core (8+ times)</i> | 460 | 30% | 435 | 35% | 460 | 37% | 0.0% | 5.7% |
| Squash | 1,549 | 100% | 1,163 | 100% | 1,185 | 100% | -23.5% | 1.9% |
| <i>Casual (1-7 times)</i> | 1,111 | 72% | 669 | 58% | 720 | 61% | -35.2% | 7.6% |
| <i>Core (8+ times)</i> | 437 | 28% | 495 | 43% | 466 | 39% | 6.6% | -5.9% |
| Golf (Entertainment Venue) | 8,173 | 100% | 12,057 | 100% | 12,362 | 100% | 51.3% | 2.5% |

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%) |

Figure 18 General Sports Continued Appendix



GENERAL FITNESS

| National Core vs Casual Participatory Trends - General Fitness | | | | | | | | |
|--|----------------------|-------------|----------------|-------------|----------------|-------------|---------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| | # | % | # | % | # | % | | |
| Fitness Walking | 107,895 | 100% | 114,044 | 100% | 115,814 | 100% | 7.3% | 1.6% |
| <i>Casual (1-49 times)</i> | 34,535 | 32% | 34,742 | 30% | 39,036 | 34% | 13.0% | 12.4% |
| <i>Core (50+ times)</i> | 73,359 | 68% | 79,302 | 70% | 76,778 | 66% | 4.7% | -3.2% |
| Treadmill | 51,872 | 100% | 49,832 | 100% | 53,627 | 100% | 3.4% | 7.6% |
| <i>Casual (1-49 times)</i> | 23,490 | 45% | 19,549 | 39% | 25,353 | 47% | 7.9% | 29.7% |
| <i>Core (50+ times)</i> | 28,381 | 55% | 30,283 | 61% | 28,276 | 53% | -0.4% | -6.6% |
| Free Weights (Dumbbells/Hand Weights) | 51,513 | 100% | 53,256 | 100% | 52,636 | 100% | 2.2% | -1.2% |
| <i>Casual (1-49 times)</i> | 18,245 | 35% | 20,070 | 38% | 21,560 | 41% | 18.2% | 7.4% |
| <i>Core (50+ times)</i> | 33,268 | 65% | 33,186 | 62% | 31,076 | 59% | -6.6% | -6.4% |
| Running/Jogging | 47,384 | 100% | 50,652 | 100% | 48,977 | 100% | 3.4% | -3.3% |
| <i>Casual (1-49 times)</i> | 21,764 | 46% | 24,438 | 48% | 23,441 | 48% | 7.7% | -4.1% |
| <i>Core (50+ times)</i> | 25,621 | 54% | 26,214 | 52% | 25,537 | 52% | -0.3% | -2.6% |
| Stationary Cycling (Recumbent/Upright) | 36,118 | 100% | 31,287 | 100% | 32,453 | 100% | -10.1% | 3.7% |
| <i>Casual (1-49 times)</i> | 18,240 | 51% | 13,249 | 42% | 15,124 | 47% | -17.1% | 14.2% |
| <i>Core (50+ times)</i> | 17,878 | 49% | 18,038 | 58% | 17,330 | 53% | -3.1% | -3.9% |
| Weight/Resistant Machines | 35,768 | 100% | 30,651 | 100% | 30,577 | 100% | -14.5% | -0.2% |
| <i>Casual (1-49 times)</i> | 14,346 | 40% | 10,940 | 36% | 11,954 | 39% | -16.7% | 9.3% |
| <i>Core (50+ times)</i> | 21,422 | 60% | 19,711 | 64% | 18,624 | 61% | -13.1% | -5.5% |
| Elliptical Motion/Cross Trainer | 32,218 | 100% | 27,920 | 100% | 27,618 | 100% | -14.3% | -1.1% |
| <i>Casual (1-49 times)</i> | 15,687 | 49% | 14,403 | 52% | 14,156 | 51% | -9.8% | -1.7% |
| <i>Core (50+ times)</i> | 16,532 | 51% | 13,517 | 48% | 13,461 | 49% | -18.6% | -0.4% |
| Yoga | 26,268 | 100% | 32,808 | 102% | 34,347 | 100% | 30.8% | 4.7% |
| <i>Casual (1-49 times)</i> | 15,486 | 59% | 19,953 | 61% | 20,110 | 59% | 29.9% | 0.8% |
| <i>Core (50+ times)</i> | 10,782 | 41% | 13,471 | 41% | 14,237 | 41% | 32.0% | 5.7% |
| Free Weights (Barbells) | 26,473 | 100% | 28,790 | 100% | 28,243 | 100% | 6.7% | -1.9% |
| <i>Casual (1-49 times)</i> | 10,344 | 39% | 13,428 | 47% | 12,649 | 45% | 22.3% | -5.8% |
| <i>Core (50+ times)</i> | 16,129 | 61% | 15,363 | 53% | 15,595 | 55% | -3.3% | 1.5% |
| Dance, Step, Choreographed Exercise | 21,839 | 100% | 25,160 | 100% | 24,752 | 100% | 13.3% | -1.6% |
| <i>Casual (1-49 times)</i> | 14,158 | 65% | 16,652 | 66% | 16,622 | 67% | 17.4% | -0.2% |
| <i>Core (50+ times)</i> | 7,681 | 35% | 8,507 | 34% | 8,130 | 33% | 5.8% | -4.4% |
| Bodyweight Exercise | 25,110 | 100% | 22,845 | 100% | 22,629 | 100% | -9.9% | -0.9% |
| <i>Casual (1-49 times)</i> | 9,763 | 39% | 9,581 | 42% | 9,915 | 44% | 1.6% | 3.5% |
| <i>Core (50+ times)</i> | 15,347 | 61% | 13,264 | 58% | 12,714 | 56% | -17.2% | -4.1% |
| Aerobics (High Impact/ Intensity Training) | 10,575 | 100% | 10,954 | 100% | 10,400 | 100% | -1.7% | -5.1% |
| <i>Casual (1-49 times)</i> | 7,135 | 67% | 8,331 | 76% | 8,347 | 80% | 17.0% | 0.2% |
| <i>Core (50+ times)</i> | 3,440 | 33% | 2,623 | 24% | 2,053 | 20% | -40.3% | -21.7% |
| Stair Climbing Machine | 15,079 | 100% | 11,261 | 100% | 11,786 | 100% | -21.8% | 4.7% |
| <i>Casual (1-49 times)</i> | 9,332 | 62% | 6,339 | 56% | 7,332 | 62% | -21.4% | 15.7% |
| <i>Core (50+ times)</i> | 5,747 | 38% | 4,922 | 44% | 4,453 | 38% | -22.5% | -9.5% |
| Cross-Training Style Workout | 12,914 | 100% | 9,179 | 100% | 9,764 | 100% | -24.4% | 6.4% |
| <i>Casual (1-49 times)</i> | 6,430 | 50% | 3,476 | 38% | 4,179 | 43% | -35.0% | 20.2% |
| <i>Core (50+ times)</i> | 6,483 | 50% | 5,704 | 62% | 5,585 | 57% | -13.9% | -2.1% |

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%) |

Figure 19 General Fitness Appendix

GENERAL FITNESS (CONTINUED)

| National Core vs Casual Participatory Trends - General Fitness | | | | | | | | |
|--|----------------------|------|--------|------|--------|------|--------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| | # | % | # | % | # | % | | |
| Trail Running | 8,582 | 100% | 11,854 | 100% | 12,520 | 100% | 45.9% | 5.6% |
| Stationary Cycling (Group) | 8,937 | 100% | 6,054 | 100% | 5,939 | 100% | -33.5% | -1.9% |
| <i>Casual (1-49 times)</i> | 5,751 | 64% | 3,134 | 52% | 3,134 | 53% | -45.5% | 0.0% |
| <i>Core (50+ times)</i> | 3,186 | 36% | 2,920 | 48% | 2,805 | 47% | -12.0% | -3.9% |
| Pilates Training | 8,893 | 100% | 9,905 | 100% | 9,745 | 100% | 9.6% | -1.6% |
| <i>Casual (1-49 times)</i> | 5,525 | 62% | 6,668 | 67% | 6,611 | 68% | 19.7% | -0.9% |
| <i>Core (50+ times)</i> | 3,367 | 38% | 3,237 | 33% | 3,133 | 32% | -6.9% | -3.2% |
| Cardio Kickboxing | 6,899 | 100% | 5,295 | 100% | 5,099 | 100% | -26.1% | -3.7% |
| <i>Casual (1-49 times)</i> | 4,760 | 69% | 3,438 | 65% | 3,328 | 65% | -30.1% | -3.2% |
| <i>Core (50+ times)</i> | 2,139 | 31% | 1,857 | 35% | 1,771 | 35% | -17.2% | -4.6% |
| Boot Camp Style Training | 6,583 | 100% | 4,969 | 100% | 5,169 | 100% | -21.5% | 4.0% |
| <i>Casual (1-49 times)</i> | 4,484 | 68% | 3,204 | 64% | 3,461 | 67% | -22.8% | 8.0% |
| <i>Core (50+ times)</i> | 2,099 | 32% | 1,765 | 36% | 1,709 | 33% | -18.6% | -3.2% |
| Martial Arts | 5,745 | 100% | 6,064 | 100% | 6,186 | 100% | 7.7% | 2.0% |
| <i>Casual (1-12 times)</i> | 1,964 | 34% | 2,679 | 44% | 2,728 | 44% | 38.9% | 1.8% |
| <i>Core (13+ times)</i> | 3,780 | 66% | 3,385 | 56% | 3,458 | 56% | -8.5% | 2.2% |
| Boxing for Fitness | 5,175 | 100% | 5,230 | 100% | 5,237 | 100% | 1.2% | 0.1% |
| <i>Casual (1-12 times)</i> | 2,678 | 52% | 2,962 | 57% | 2,985 | 57% | 11.5% | 0.8% |
| <i>Core (13+ times)</i> | 2,496 | 48% | 2,268 | 43% | 2,252 | 43% | -9.8% | -0.7% |
| Tai Chi | 3,706 | 100% | 3,300 | 100% | 3,393 | 100% | -8.4% | 2.8% |
| <i>Casual (1-49 times)</i> | 2,245 | 61% | 1,858 | 56% | 2,001 | 59% | -10.9% | 7.7% |
| <i>Core (50+ times)</i> | 1,461 | 39% | 1,442 | 44% | 1,393 | 41% | -4.7% | -3.4% |
| Barre | 3,329 | 100% | 3,579 | 100% | 3,659 | 100% | 9.9% | 2.2% |
| <i>Casual (1-49 times)</i> | 2,636 | 79% | 2,721 | 76% | 2,822 | 77% | 7.1% | 3.7% |
| <i>Core (50+ times)</i> | 693 | 21% | 858 | 24% | 837 | 23% | 20.8% | -2.4% |
| Triathlon (Traditional/Road) | 2,374 | 100% | 1,846 | 100% | 1,748 | 100% | -26.4% | -5.3% |
| Triathlon (Non-Traditional/Off Road) | 1,705 | 100% | 1,363 | 100% | 1,304 | 100% | -23.5% | -4.3% |

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%) | Mostly Casual Participants (greater than 75%) |

Figure 20 General Fitness Continued Appendix



OUTDOOR/ADVENTURE RECREATION

| National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation | | | | | | | | |
|---|----------------------|------|--------|------|--------|------|--------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| | # | % | # | % | # | % | | |
| Hiking (Day) | 42,128 | 100% | 57,808 | 100% | 58,697 | 100% | 39.3% | 1.5% |
| Bicycling (Road) | 38,365 | 100% | 44,471 | 100% | 42,775 | 100% | 11.5% | -3.8% |
| <i>Casual (1-25 times)</i> | 19,244 | 50% | 23,720 | 53% | 22,280 | 52% | 15.8% | -6.1% |
| <i>Core (26+ times)</i> | 19,121 | 50% | 20,751 | 47% | 20,495 | 48% | 7.2% | -1.2% |
| Fishing (Freshwater) | 38,121 | 100% | 42,556 | 100% | 40,853 | 100% | 7.2% | -4.0% |
| <i>Casual (1-7 times)</i> | 20,308 | 53% | 24,309 | 57% | 22,451 | 55% | 10.6% | -7.6% |
| <i>Core (8+ times)</i> | 17,813 | 47% | 18,247 | 43% | 18,403 | 45% | 3.3% | 0.9% |
| Camping (< 1/4 Mile of Vehicle/Home) | 26,467 | 100% | 36,082 | 100% | 35,985 | 100% | 36.0% | -0.3% |
| Camping (Recreational Vehicle) | 15,855 | 100% | 17,825 | 100% | 16,371 | 100% | 3.3% | -8.2% |
| <i>Casual (1-7 times)</i> | 8,719 | 55% | 11,281 | 63% | 9,688 | 59% | 11.1% | -14.1% |
| <i>Core (8+ times)</i> | 7,136 | 45% | 6,544 | 37% | 6,683 | 41% | -6.3% | 2.1% |
| Fishing (Saltwater) | 12,266 | 100% | 14,527 | 100% | 13,790 | 100% | 12.4% | -5.1% |
| <i>Casual (1-7 times)</i> | 7,198 | 59% | 9,109 | 63% | 8,543 | 62% | 18.7% | -6.2% |
| <i>Core (8+ times)</i> | 5,068 | 41% | 5,418 | 37% | 5,246 | 38% | 3.5% | -3.2% |
| Birdwatching (>1/4 mile of Vehicle/Home) | 11,589 | 100% | 15,228 | 100% | 14,815 | 100% | 27.8% | -2.7% |
| Backpacking Overnight | 10,151 | 100% | 10,746 | 100% | 10,306 | 100% | 1.5% | -4.1% |
| Bicycling (Mountain) | 8,615 | 100% | 8,998 | 100% | 8,693 | 100% | 0.9% | -3.4% |
| <i>Casual (1-12 times)</i> | 4,273 | 50% | 4,803 | 53% | 4,517 | 52% | 5.7% | -6.0% |
| <i>Core (13+ times)</i> | 4,342 | 50% | 4,194 | 47% | 4,176 | 48% | -3.8% | -0.4% |
| Archery | 7,903 | 100% | 7,249 | 100% | 7,342 | 100% | -7.1% | 1.3% |
| <i>Casual (1-25 times)</i> | 6,650 | 84% | 6,102 | 84% | 6,054 | 82% | -9.0% | -0.8% |
| <i>Core (26+ times)</i> | 1,253 | 16% | 1,147 | 16% | 1,288 | 18% | 2.8% | 12.3% |
| Fishing (Fly) | 6,456 | 100% | 7,753 | 100% | 7,458 | 100% | 15.5% | -3.8% |
| <i>Casual (1-7 times)</i> | 4,183 | 65% | 5,020 | 65% | 4,762 | 64% | 13.8% | -5.1% |
| <i>Core (8+ times)</i> | 2,273 | 35% | 2,733 | 35% | 2,696 | 36% | 18.6% | -1.4% |
| Skateboarding | 6,442 | 100% | 8,872 | 100% | 8,747 | 100% | 35.8% | -1.4% |
| <i>Casual (1-25 times)</i> | 3,955 | 61% | 6,315 | 71% | 6,181 | 71% | 56.3% | -2.1% |
| <i>Core (26+ times)</i> | 2,487 | 39% | 2,557 | 29% | 2,566 | 29% | 3.2% | 0.4% |
| Climbing (Indoor) | - | n/a | 5,535 | 100% | 5,684 | 100% | n/a | 2.7% |
| Roller Skating (In-Line) | 5,381 | 100% | 4,892 | 100% | 4,940 | 100% | -8.2% | 1.0% |
| <i>Casual (1-12 times)</i> | 3,861 | 72% | 3,466 | 71% | 3,525 | 71% | -8.7% | 1.7% |
| <i>Core (13+ times)</i> | 1,520 | 28% | 1,425 | 29% | 1,415 | 29% | -6.9% | -0.7% |
| Bicycling (BMX) | 3,104 | 100% | 3,880 | 100% | 3,861 | 100% | 24.4% | -0.5% |
| <i>Casual (1-12 times)</i> | 1,760 | 57% | 2,532 | 65% | 2,466 | 64% | 40.1% | -2.6% |
| <i>Core (13+ times)</i> | 1,344 | 43% | 1,348 | 35% | 1,396 | 36% | 3.9% | 3.6% |
| Climbing (Traditional/Ice/Mountaineering) | 2,790 | 100% | 2,456 | 100% | 2,374 | 100% | -14.9% | -3.3% |
| Climbing (Sport/Boulder) | - | n/a | 2,290 | 100% | 2,301 | 100% | n/a | 0.5% |
| Adventure Racing | 2,999 | 100% | 1,966 | 100% | 1,826 | 100% | -39.1% | -7.1% |
| <i>Casual (1 times)</i> | 1,081 | 36% | 328 | 17% | 312 | 17% | -71.1% | -4.9% |
| <i>Core (2+ times)</i> | 1,918 | 64% | 1,638 | 83% | 1,514 | 83% | -21.1% | -7.6% |

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%) |

Figure 21 Outdoor Adventure Appendix

AQUATICS

| National Core vs Casual Participatory Trends - Aquatics | | | | | | | | |
|--|---|------|---------------------------------|------|---|------|-----------------------------------|--------------|
| Activity | Participation Levels | | | | | | % Change | |
| | 2016 | | 2020 | | 2021 | | 5-Year Trend | 1-Year Trend |
| | # | % | # | % | # | % | | |
| Swimming (Fitness) | 26,601 | 100% | 25,666 | 100% | 25,620 | 100% | -3.7% | -0.2% |
| <i>Casual (1-49 times)</i> | 17,781 | 67% | 17,987 | 70% | 17,598 | 69% | -1.0% | -2.2% |
| <i>Core (50+ times)</i> | 8,820 | 33% | 7,680 | 30% | 8,022 | 31% | -9.0% | 4.5% |
| Aquatic Exercise | 10,575 | 100% | 10,954 | 100% | 10,400 | 100% | -1.7% | -5.1% |
| <i>Casual (1-49 times)</i> | 7,135 | 67% | 8,331 | 76% | 8,347 | 80% | 17.0% | 0.2% |
| <i>Core (50+ times)</i> | 3,440 | 33% | 2,623 | 24% | 2,053 | 20% | -40.3% | -21.7% |
| Swimming (Competition) | 3,369 | 100% | 2,615 | 100% | 2,824 | 100% | -16.2% | 8.0% |
| <i>Casual (1-49 times)</i> | 1,881 | 56% | 1,524 | 58% | 1,708 | 60% | -9.2% | 12.1% |
| <i>Core (50+ times)</i> | 1,488 | 44% | 1,091 | 42% | 1,116 | 40% | -25.0% | 2.3% |
| 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%) | |

Figure 22 Aquatics Appendix