

## CHAPTER ONE – DEMOGRAPHIC & RECREATION TRENDS ANALYSIS

### 1.1 INTRODUCTION

Broward County (“County”) Parks and Recreation Division (“Division”) selected PROS Consulting, INC. to assist in completing a 10- Year Parks and Recreation System Master Plan (“Plan”). The primary purpose of this Plan is to review and recommend the organization and administration of public parks and recreation facilities, program, and service, including operations, maintenance, environmental preservation, and extension education.

A key component of the Plan process is a Demographic & Recreation Trends Analysis. This analysis will help provide a thorough understanding of the demographic makeup of residents within the County, health outcomes and physical environmental factors, as well as national and local recreational trends.

### 1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the County. This assessment is reflective of the County’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.

#### 1.2.1 DEMOGRAPHIC OVERVIEW (2019-2034)

##### Population:

- 1,907,040 people live in Broward County
- The County is expected to grow to an estimated 2,220,894 residents by 2034

##### Race & Ethnicity:

- 58% of the population is White Alone
- 29% of the population is Black Alone
- 31% of the population is of Hispanic/Latino origin



##### Age:

- Median age: 41.2 years old
- By 2034, the 55+ age segment will encompass 38% of the population

##### Income:

- Median household income: \$57,848
- Median household income is higher than the state average but lower than the national average

1.2.2 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in February 2020 and reflects actual numbers as reported in the 2010 Census.

ESRI then estimates the current population (2019) as well as a 5-year projection (2024). PROS utilized straight line linear regression to forecast demographic characteristics for 2029 and 2034. The County boundaries shown below were utilized for the demographic analysis. (See Figure 1)

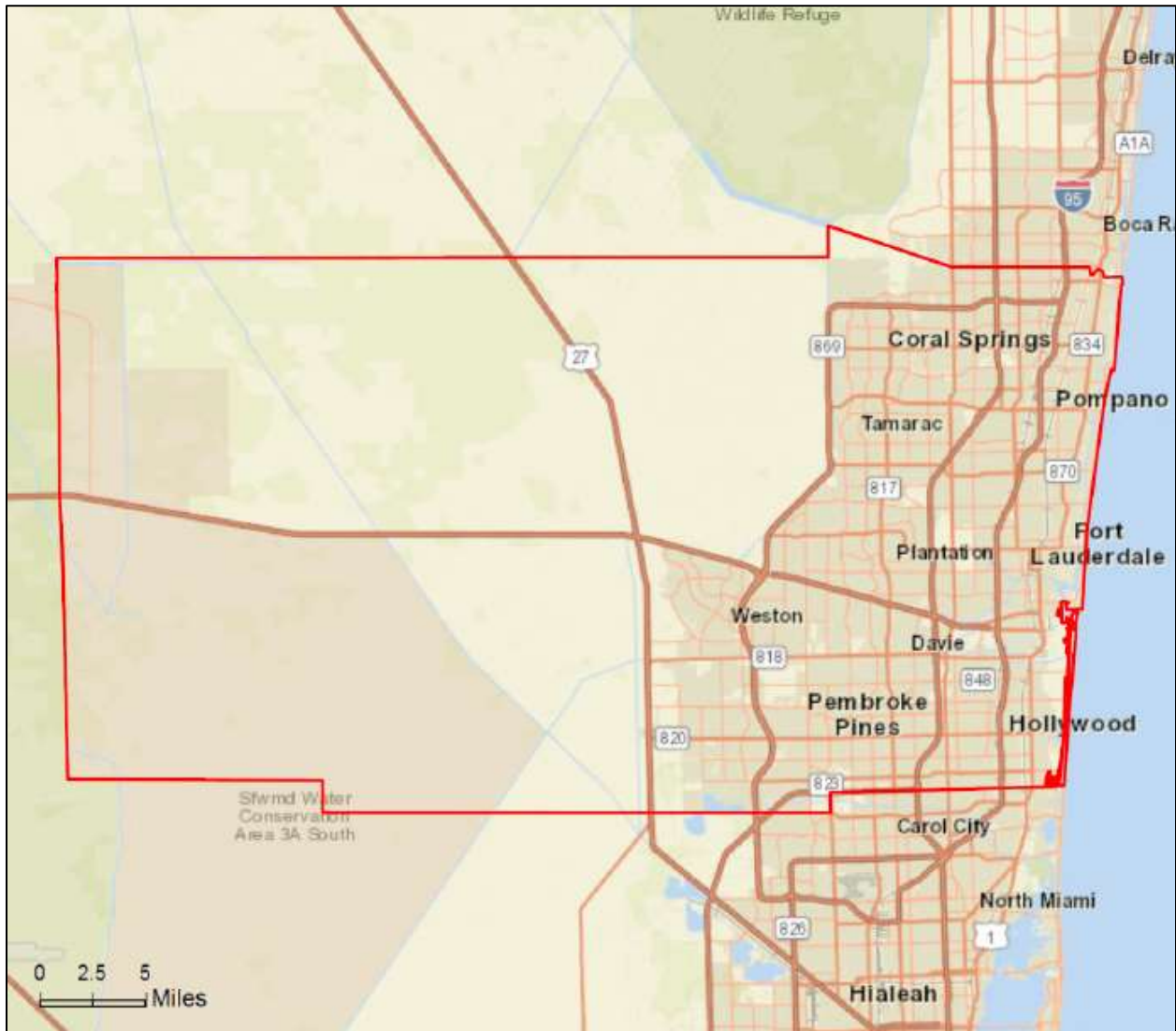


Figure 1: County Boundaries

1.2.3 BROWARD COUNTY COUNTY POPULACE

**POPULATION**

The County’s population has experienced a notable growing trend in recent years, increasing 9.09% from 2010 to 2019 (1.01% per year). This is well above the national annual growth rate of 0.85% (from 2010-2019). Similar to the population, the total number of households also experienced an increase in recent years (7.73% since 2010).

Currently, the population is estimated at 1,907,040 individuals living within 739,056 households. Projecting ahead, the total population and total number of households are both expected to continue growing at an above average rate over the next 15 years. Based on 2034 predictions, the County’s population is expected to have 2,220,894 residents living within 845,328 households. (See Figures 2 & 3)

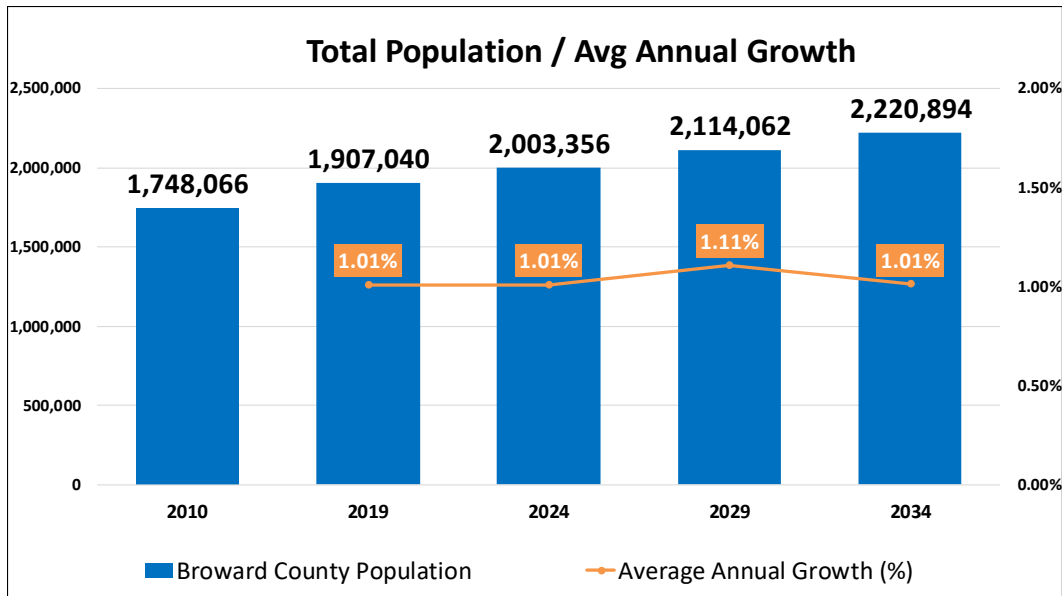


Figure 2: Total Population Projections

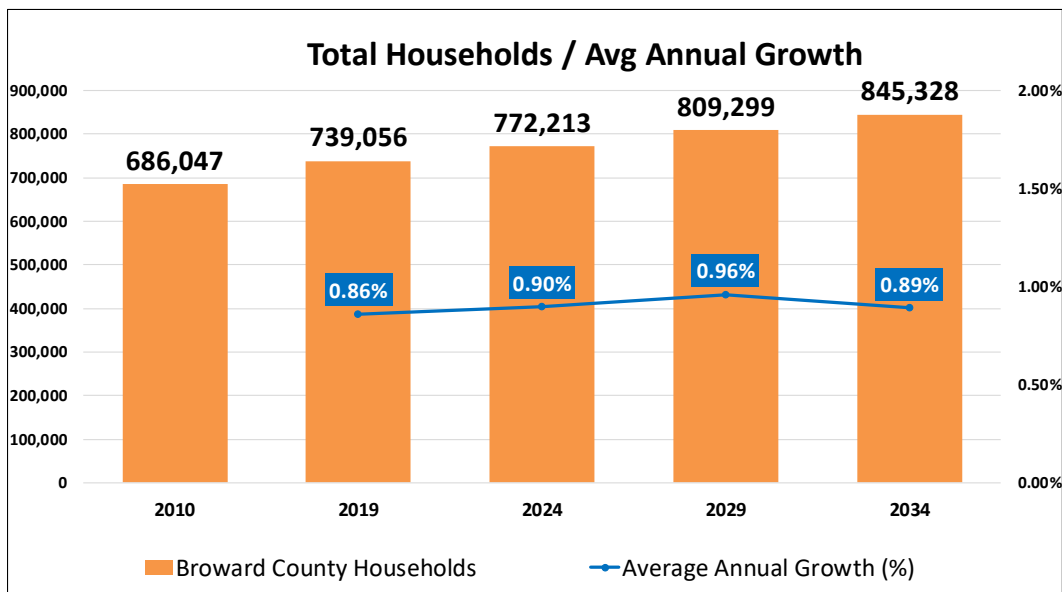


Figure 3: Total Household Projections

**AGE SEGMENT**

Evaluating the County’s total population by age segments, it exhibits an aging trend, with approximately 32% of its residents being over the age of 55-years old. The population has a median age of 41.2 years old which is significantly older than the U.S. median age of 38.5 years. Assessing the population as a whole, the County is projected to continue aging for the foreseeable future. Over the next 15 years, the 55+ population is expected to grow an additional 6%, totaling 38% of the County’s population. This is largely due to the increase in life expectancy coinciding with the remainder of the Baby Boomer generation shifting into the senior age groups and a trend of retirees from the north and north east moving to warmer climates in Florida, Arizona etc. (See Figure 4).

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

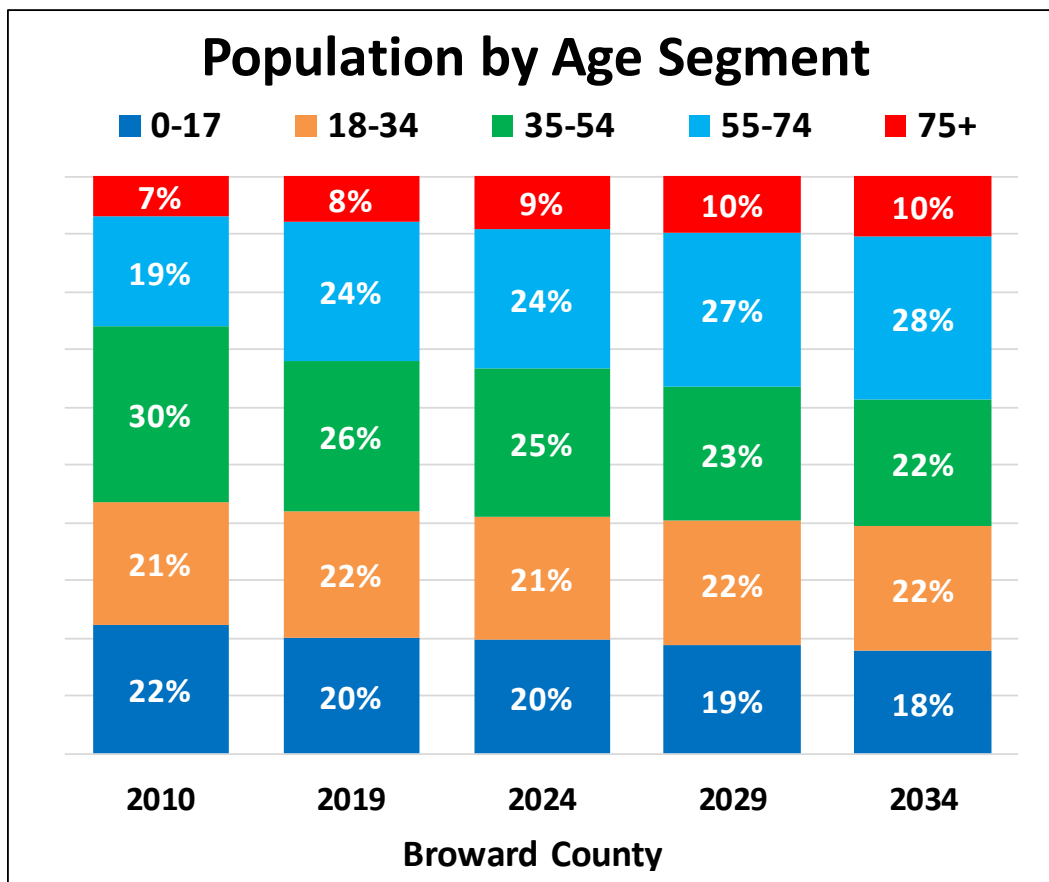


Figure 4: Population by Age Segments

## RACE AND ETHNICITY DEFINITIONS

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

- **American Indian** - This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- **Asian** - This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- **Black** - This includes a person having origins in any of the black racial groups of Africa
- **Native Hawaiian or Other Pacific Islander** - This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- **White** - This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- **Hispanic or Latino** - This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

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

**RACE**

Analyzing race, the County’s current population is predominantly White Alone. The 2019 estimate shows that 58% of the population falls into the White Alone category, with Black Alone (29%) representing the largest minority. The racial diversification of the County is significantly more diverse than the national population, which is approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race. The predictions for 2034 expect the population to continue diversifying with the White Alone population decreasing, accompanied by increases to all other race categories. (Figure 5)

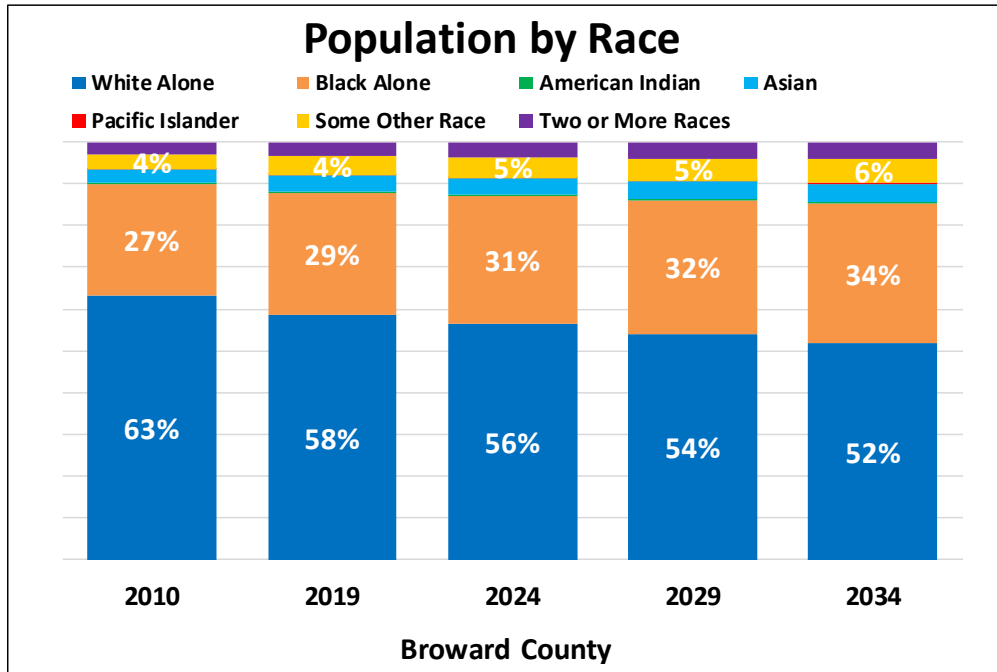


Figure 5: Population by Race

**ETHNICITY**

The County’s population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any of the racial categories from Figure 5. Based on the 2010 Census, those of Hispanic/Latino origin represent approximately 31% of the County’s current population, which is more than one and a half times the national average (19% Hispanic/Latino). The Hispanic/Latino population is expected to continue growing over the next 15 years, increasing to 41% of the County’s total population by 2034. (Figure 6)

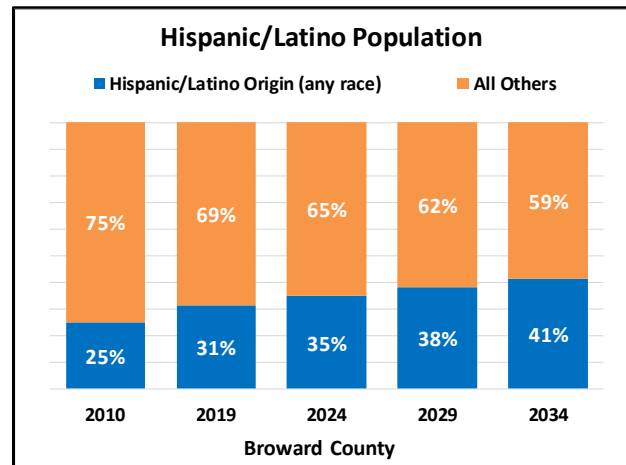


Figure 6: Population by Ethnicity

**HOUSEHOLD INCOME**

As seen in **Figure 7**, the County’s income characteristics (\$32,925 & \$57,848) are slightly above the state averages (\$30,703 & \$54,238). On the contrary, the County’s per capita and median household incomes are both below the national averages (\$33,028 & \$60,548)

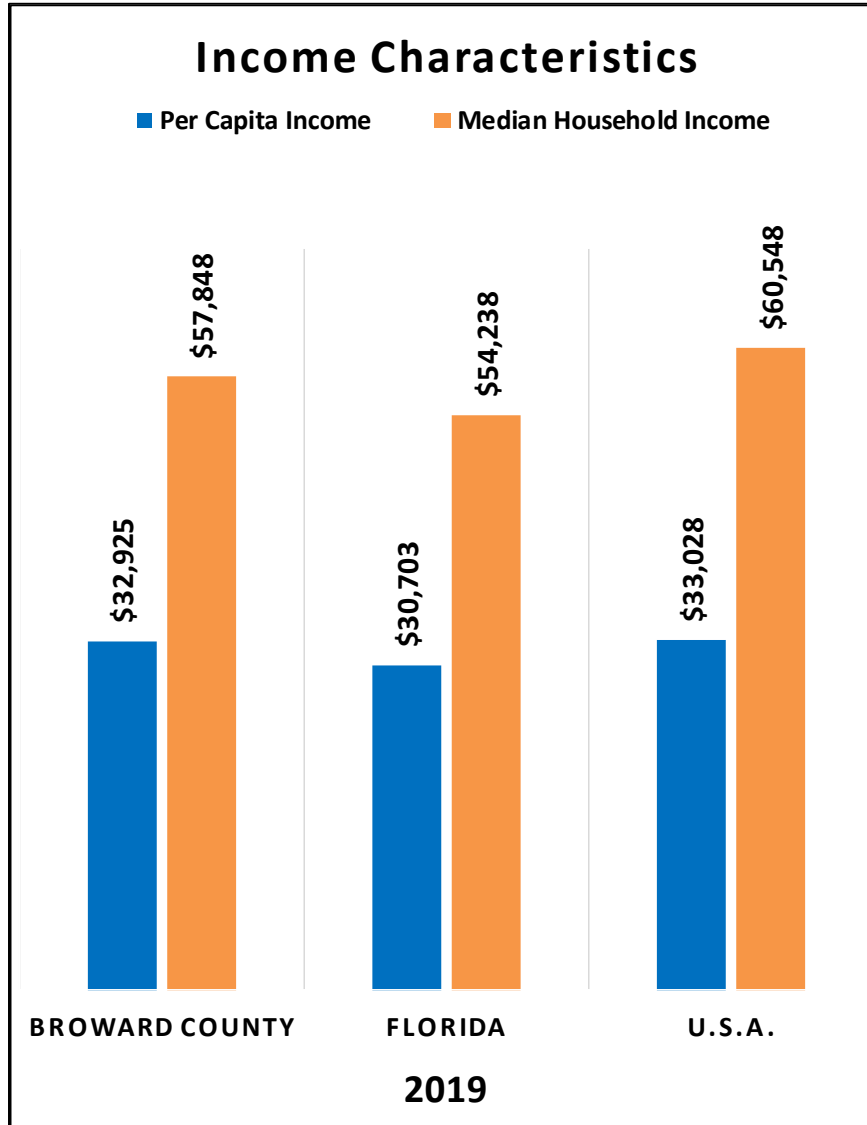




Figure 7: Income Characteristics



1.2.4 DEMOGRAPHIC COMPARATIVE SUMMARY

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

 = Significantly higher than the National Average  
 = Significantly lower than the National Average

2019 Demographic Comparison		Broward County	Florida	U.S.A.
Population	Annual Growth Rate (2010-2019)	1.01%	1.44%	0.85%
	Projected Annual Growth Rate (2019-2034)	1.10%	1.52%	0.90%
Households	Annual Growth Rate (2010-2019)	0.86%	1.32%	0.80%
	Average Household Size	2.20	2.51	2.59
Age Segment Distribution	Ages 0-17	20%	19%	22%
	Ages 18-34	22%	22%	23%
	Ages 35-54	26%	24%	25%
	Ages 55-74	24%	25%	23%
	Ages 75+	8%	9%	7%
Race Distribution	White Alone	58.5%	72.7%	69.6%
	Black Alone	29.5%	16.5%	12.9%
	American Indian	0.3%	0.4%	1.0%
	Asian	3.7%	2.9%	5.8%
	Pacific Islander	0.1%	0.1%	0.2%
	Some other Race	4.5%	4.5%	7.0%
	Two or More Races	3.5%	3.1%	3.5%
Hispanic/Latino Population	Hispanic / Latino Origin (any race)	31.2%	26.6%	18.6%
	All Others	68.8%	73.4%	81.4%
Income Characteristics	Per Capita Income	\$32,925	\$30,703	\$33,028
	Median Household Income	\$57,848	\$54,238	\$60,548

Figure 8: Demographic Comparative Summary Table



### DEMOGRAPHIC SUMMARY

- The County's recent **population annual growth rate** (1.01%) is significantly higher than the U.S.'s (0.85%) growth rate.
- The County's **household annual growth rate** (0.86%) is slightly higher than the national (0.80%) average.
- When assessing **age segments**, the County exhibits an older population than the national age segment distribution.
- The County's **racial distribution** has a significantly higher Black Alone population and lower White Alone and Some Other Race populations, when compared to national percentage distribution.
- Broward County's percentage of **Hispanic/Latino population** (31.2%) is well above the national average (18.6%).
- The County's **per capita income** (\$32,925) and **median house income** (\$57,848) are both slightly below average, when compared to the U.S.'s income characteristics (\$33,028 & \$60,548).

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#### 1.2.5 DEMOGRAPHIC IMPLICATIONS

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

First, with the population expecting significant growth for the foreseeable future, it is suggested that the County should continue the upkeep of existing facilities in addition to planning to expand facility space and program offerings in order to accommodate the growing population. Rather than eliminating services or facilities that are deemed outdated or currently underutilized, consider repurposing these spaces to meet the needs of its users.

Second, the County's aging trend may indicate the need to provide more programs and services for the 55+ population. Such a focus could also potentially attract more Canadians and northern state snowbirds to migrate to the County as well as baby boomers to retire here. However, it will also be important to continue providing services for the 68% of residents who are currently under 55 years old.

Third, the County's below average income characteristics suggest the likelihood of limited disposable income. The Division should be mindful of this when pricing out programs, facility rentals, admissions, and events.

Finally, the County should ensure growing minority races and ethnicities are being reflected in marketing and communications outreach, program participation figures, and response rates when surveying the community. This will help ensure all community needs are being met.

### 1.3 HEALTH OUTCOMES & PHYSICAL ENVIRONMENTAL FACTORS

In addition to demographic characteristics, PROS utilized the County Health Rankings and the Agency for Toxic Substances and Disease Registry (ATSDR) to explore various public health outcomes of Broward County residents.

#### 1.3.1 COUNTY HEALTH RANKINGS

The County Health Rankings & Roadmaps provide an understanding of what influences the health of residents and expected life spans, at the county level and across the US. The overall health of a county is measured through two key health metrics - *Health Outcomes* and *Health Factors*. Health Outcomes are end results caused by an individual’s health; while Health Factors are circumstances which affect one’s health. Both core areas are comprised of several sub categories, which are weighted to comprise the overall county rankings.

The following sections provide tables that detail the health metrics for Broward County, for both Health Outcomes and Health Factors, and provide rankings for the County relative to the 67 counties within Florida. Then, the County is further compared to the state of Florida, as a whole, and to the top 10<sup>th</sup> percentile of all US counties. Assessing Health Outcomes, where 1<sup>st</sup> is the county with best Health Outcomes and 67<sup>th</sup> is the county with the worst, the County ranks 14<sup>th</sup> out of 67 counties in Florida. Similarly, the County ranks 17<sup>th</sup> out of 67 for Health Factors.

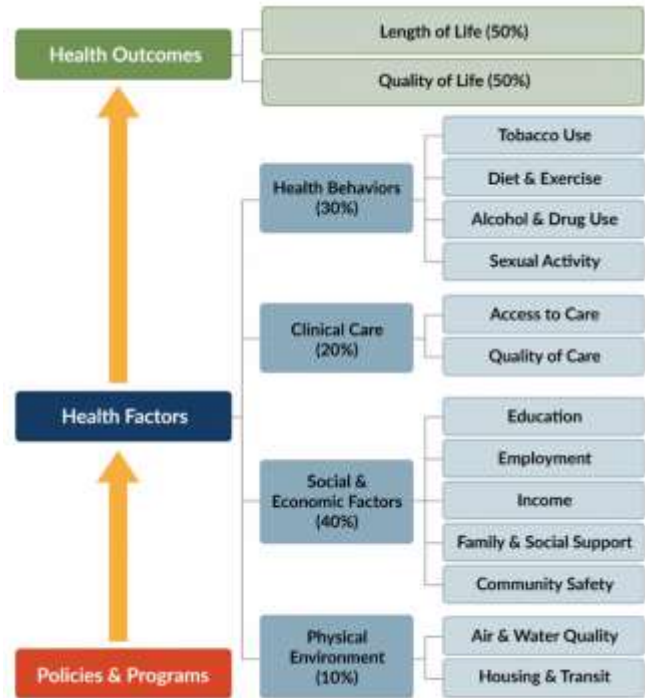


Figure 9 - County Health Rankings Model

*Health trend data was sourced from the 2020 County Health Rankings & Roadmaps, which is conducted by the University of Wisconsin Population Health Institute in collaboration with the Robert Wood Johnson Foundation. For more information, visit [www.countyhealthrankings.org](http://www.countyhealthrankings.org).*

### HEALTH OUTCOMES

The County ranked 14<sup>th</sup> among Florida counties for Health Outcomes. Analyzing sub-categories for Health Outcomes, reveals that the County ranks 8<sup>th</sup> for *Length of Life* and 27<sup>th</sup> for *Quality of Life*. Individual metrics from the study related to Health Outcomes have remained fairly consistent for the County; however, *Premature Death* was identified as an area of improvement for the County.

Health Outcomes (ranked 14 out of 67 counties)				
Health Metric	Annual Trend	Broward County	Florida	Top 10th Percentile US
<b>Length of Life (ranked 8 out of 67 counties)</b>				
Premature death	■	6,300	7,200	5,400
<b>Quality of Life (ranked 27 out of 67 counties)</b>				
Poor or fair health		16%	19%	12%
Poor physical health days		3.7	3.8	3.0
Poor mental health days		3.9	3.8	3.1
Low birthweight		9%	9%	6%

Source: County Health Rankings & Roadmaps, www.countyhealthrankings.org

**Trend Key:**

- The county is getting worse for this measure
- The county is staying the same for this measure
- The county is getting better for this measure

Figure 10 - Health Outcome Rankings for Broward County

### HEALTH FACTORS

The County ranks 17<sup>th</sup> among 67 counties for Health Factors. This ranking was based on the following sub-categories and ranks: *Health Behaviors* (8<sup>th</sup>), *Clinical Care* (30<sup>th</sup>), *Social & Economic Factors* (14<sup>th</sup>), and *Physical Environment* (59<sup>th</sup>). The table below, Figure 11, highlights the health behaviors that have a strong correlation to parks and recreation including: *Adult Obesity*, *Food Environment Index*, *Physical Inactivity*, and *Access to Exercise Opportunities*.

When compared to the Top 10<sup>th</sup> Percentile of US Counties, *Adult Obesity* and *Access to Exercise Opportunities* were identified as strengths of the County. Indicators that were highlighted as opportunities for the County to improve upon include *Food Environment Index* and *Physical Inactivity* when compared to the Top 10<sup>th</sup> Percentile of US Counties.

Health Factors (ranked 17 out of 67 counties)				
Health Metric	Annual Trend	Broward County	Florida	Top 10th Percentile US
<b>Health Behaviors (ranked 8 out of 67 counties)</b>				
Adult obesity	■	25%	27%	26%
Food environment index		7.9	6.9	8.7
Physical inactivity	■	23%	25%	19%
Access to exercise opportunities		96%	88%	91%

**Trend Key:**

- The county is getting worse for this measure
- The county is staying the same for this measure
- The county is getting better for this measure

Source: County Health Rankings & Roadmaps, www.countyhealthrankings.org

Figure 11 - Health Factor Rankings for Broward County

### 1.4 RECREATIONAL TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, and local recreational trends. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's ("SFIA"), National Recreation and Park Association ("NRPA"), and ESRI. All trends data is based on current and/or historical participation rates or statistically-valid survey results.

#### 1.4.1 NATIONAL TRENDS IN RECREATION

##### METHODOLOGY

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

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



The study is based on findings from surveys carried out in 2019 by the Physical Activity Council ("PAC"), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of 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 302,756,603 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 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

##### CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year, while for sports, the threshold for core participation is typically 13-times per year.

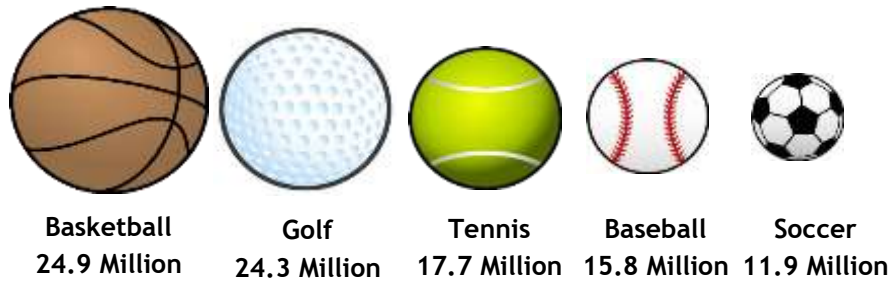
In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

1.4.2 NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

**NATIONAL TRENDS IN GENERAL SPORTS PARTICIPATION LEVELS**

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

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants. Basketball’s success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Even though Golf has experienced a recent decrease in participation in the last 5-years, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. In Addition, target type game venues or Golf Entertainment Venues (e.g. Top Golf) have increased drastically (84.7%) as a 5-year trend. The emergence of Golf Entertainment, such as Top Golf, has helped increase participation for golf as an activity outside of traditional golf course environments.



**FIVE-YEAR TREND**

Since 2014, Golf Entertainment Venues (84.7%), Pickleball (40.5%), and Flag Football (23.1%) have emerged as the overall fastest growing sports. During the last five-years. Similarly, Baseball (20.2%) and Indoor Soccer (17.8%) have also experienced significant growth. Based on the trend from 2014-2019, the sports that are most rapidly declining include Ultimate Frisbee (-49.4%), Squash (-23.4%), Touch Football (-21.5%), Badminton (-15.1%), and Tackle Football (-14.6%).

**ONE-YEAR TREND**

In general, the most recent year shares a similar pattern with the five-year trends; with Boxing for Competition (8.2%), Golf- Entertainment Venues (6.7%), and Pickleball (4.8%) experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, such as Rugby (-10.8%) and Gymnastics (-1.5%). Other sports including Ultimate Frisbee (-15.5%), Sand Volleyball (-7.8%), Roller Hockey (-6.8%), and Touch Football (-6.3) have also seen a significant decrease in participate 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). In the past year, Ice Hockey and Softball -Fast Pitch have increased core participation. While less mainstream sports, such as Boxing for Competition, Roller Hockey, Badminton, and Racquetball have larger casual participation base. These participants may be more inclined to switch to other sports or fitness activities. *Please see Appendix D for full Core vs. Casual Participation breakdown.*



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

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

<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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Figure 12: General Sports Participatory Trends



**NATIONAL TRENDS IN GENERAL FITNESS**

**PARTICIPATION LEVELS**

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



**Fitness Walking**  
111.4 Million



**Treadmill**  
56.8 Million



**Dumbbell Free Weights**  
51.4 Million



**Running/Jogging**  
49.5 Million



**Stationary Cycling**  
37.1 Million

**FIVE-YEAR TREND**

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

**ONE-YEAR TREND**

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

**CORE VS. CASUAL TRENDS IN GENERAL FITNESS**

The most participated in fitness activities all have a strong core users base (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/Cross Training, all having 48% or greater core users. *Please see Appendix D for full Core vs. Casual Participation breakdown.*



## Demographic & Recreation Trends Analysis

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

**Figure 13: General Fitness National Participatory Trends**



## NATIONAL TRENDS IN OUTDOOR RECREATION

### PARTICIPATION LEVELS

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



**Hiking**  
(Day)  
**49.7 Million**



**Bicycling**  
(Road)  
**39.4 Million**



**Fishing**  
(Freshwater)  
**39.2 Million**



**Camping**  
(<¼mi. of Car/Home)  
**28.2 Million**



**Camping**  
(Recreational Vehicle)  
**15.4 Million**

### FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Mountain Bicycling (7.2%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

### ONE-YEAR TREND

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

### 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. This is likely why we see a lot of fluctuation in participation numbers, as the casual users likely found alternative activities to participate in. *Please see Appendix D for full Core vs. Casual Participation breakdown.*

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

Figure 14: Outdoor / Adventure Recreation Participatory Trends



### NATIONAL TRENDS IN AQUATICS

#### PARTICIPATION LEVELS

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



**Swimming  
(Fitness)  
28.2 Million**



**Aquatic  
Exercise  
11.2 Million**



**Swimming  
(Competition)  
2.8 Million**

#### FIVE-YEAR TREND

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

#### ONE-YEAR TREND

From 2018-2019, Competitive Swimming (-7.3%) was the only aquatic activity that declined in participation. While both Aquatic Exercise (6.4%) and Fitness swimming (2.3%) experienced increases when assessing their one-year trend.

#### CORE VS. CASUAL TRENDS IN AQUATICS

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

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

Figure 15: Aquatic Participatory Trends

## NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

### PARTICIPATION LEVELS

The most popular water sports / activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has 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.



**Kayaking**  
11.4 Million



**Canoeing**  
9.0 Million



**Snorkeling**  
7.7 Million



**Jet Skiing**  
5.1 Million



**Sailing**  
3.6 Million

### FIVE-YEAR TREND

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

### ONE-YEAR TREND

Similarly, to the five-year trend, Recreational Kayaking (3.3%) and Stand-Up Paddling (3.2%) also had the greatest one-year growth in participation, from 2018-2019. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5), and Water Skiing (-4.8%)

### CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water 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 D for full Core vs. Casual Participation breakdown.*



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

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

<b>Legend:</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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Figure 16: Water Sports / Activities Participatory Trends



1.4.3 LOCAL SPORT AND LEISURE MARKET POTENTIAL

**MARKET POTENTIAL INDEX (MPI)**

The following charts show sport and leisure market potential data for Broward County, as provided by ESRI. A 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 living within the County 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 County’s MPIs, the data demonstrates slightly above average market potential index (MPI) numbers. This is particularly noticeable when analyzing the fitness market potential chart which shows only one activity, swimming (98 MPI), scoring below 100. When assessing the general sports, outdoor activity, and commercial recreation MPI charts, there is a good split between activities scoring above and below the national average.

These overall above average MPI scores show that the County residents have a rather strong participation presence when it comes to recreational offerings, especially pertaining to fitness activities. This becomes significant when the Parks and Recreation Division considers starting up new programs or building new facilities, giving them a strong tool to estimate resident attendance and participation.

As seen in the charts below, the following sport and leisure trends are most prevalent for residents within the County. The activities are listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents within the service areas will actively participate in offerings provided by the County’s Parks and Recreation Division.

**GENERAL SPORTS MARKET POTENTIAL**

The general sports MPI chart reveals that overall, the County’s residents are most likely to participate when it comes to Tennis (109 MPI), Soccer (108 MPI), and Baseball (106 MPI) when compared to the national average.

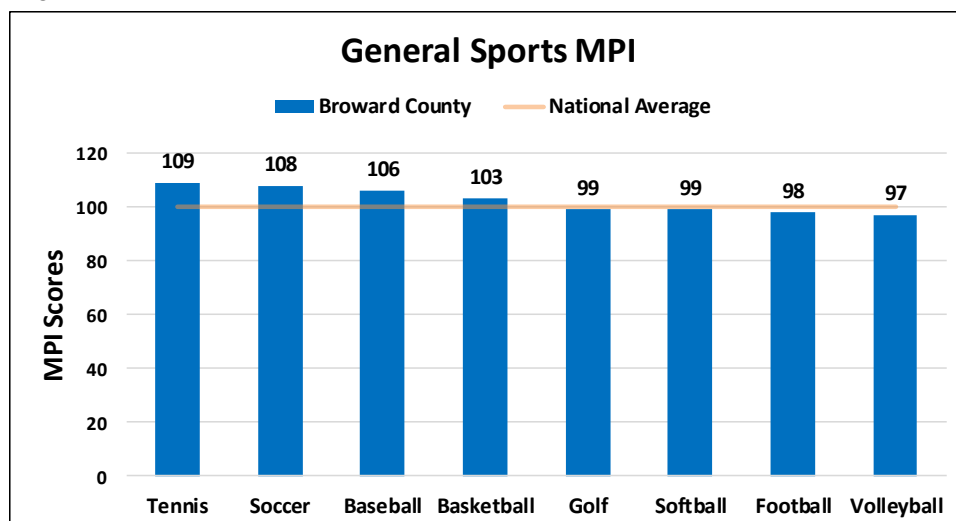


Figure 17: Broward County General Sports Participation Trends



### FITNESS MARKET POTENTIAL

Overall, the fitness MPI chart reflects the highest collective MPI scores amongst the four assessed categories, with Zumba (117 MPI), Yoga (109 MPI), and Aerobics (108 MPI) all scoring well above the national average (100).

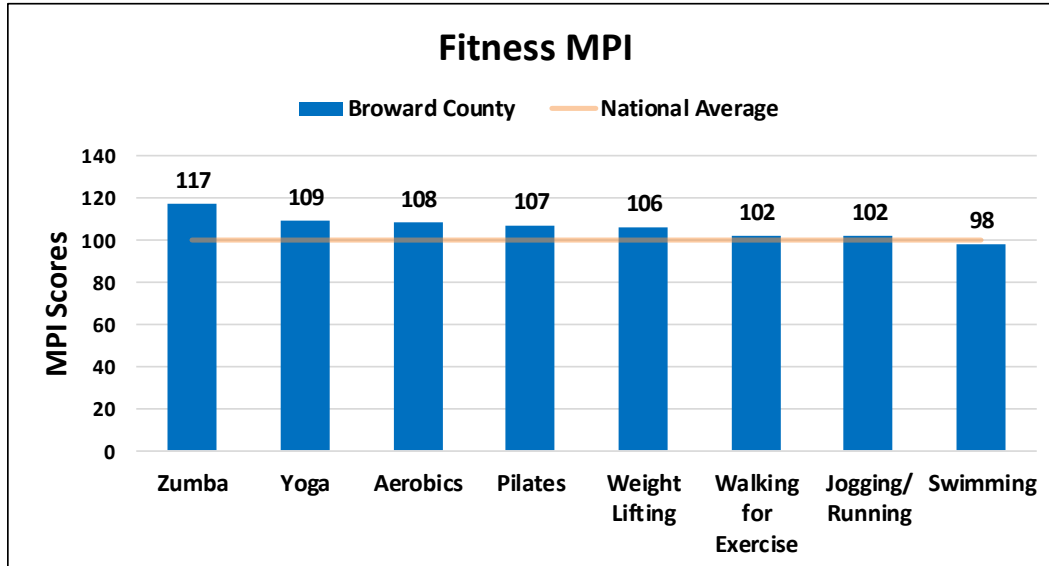


Figure 18: Broward County Fitness Participation Trends

### OUTDOOR ACTIVITY MARKET POTENTIAL

When analyzing **Figure 19**, Salt Water Fishing (106 MPI), Road Bicycling (104 MPI), and Mountain Biking (103 MPI) scored the highest amongst all outdoor activities. While Boating (88 MPI) and Fresh Water Fishing (80 MPI) rounded out the least participated in activities, both significantly below the national average.

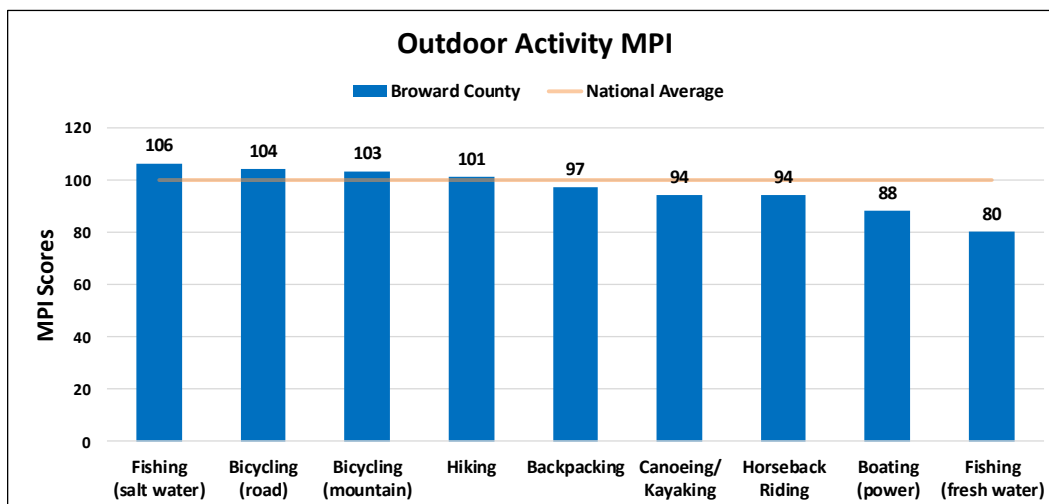


Figure 19: Broward County Outdoor Activity Participation Trends

COMMERCIAL RECREATION MARKET POTENTIAL

The commercial recreation MPI chart shows “Went to live theater” (108 MPI), “Went to art gallery” (108 MPI), “Visited a theme park” (108 MPI) as the top three activities among County residents when compared to the national average.

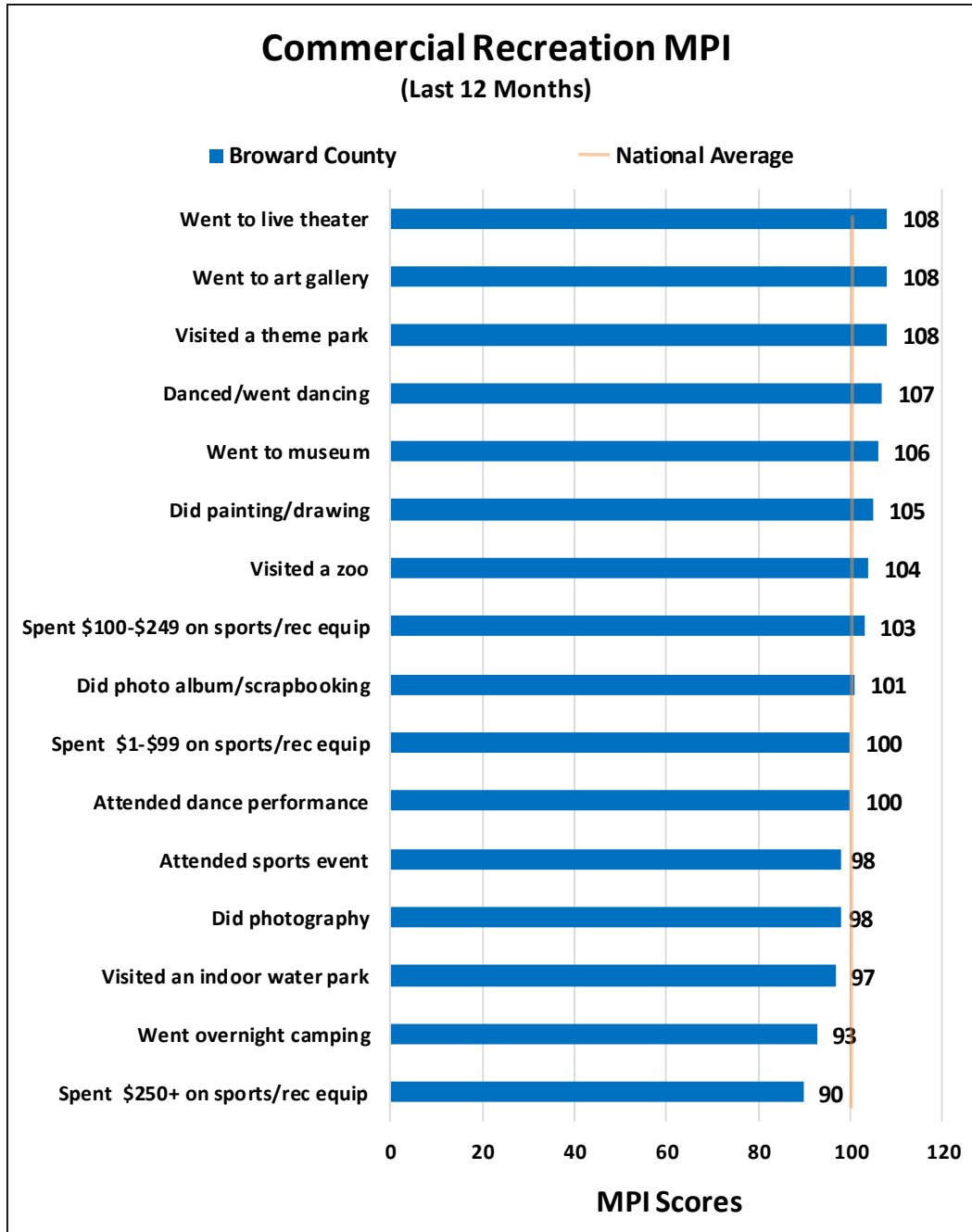


Figure 20: Broward County Commercial Recreation Participation Trends

**LOCAL RECREATION TRENDS SUMMARY**

Overall, the County’s residents demonstrate participation trends that have above average potential index numbers in three of the four categories analyzed (general sports, fitness, and commercial recreation). Activities of particular interest include:

- Participation in sports such as tennis, soccer, and baseball
- Fitness related programming in Zumba, yoga, and aerobic classes
- Money spent on attending live theater as well as visiting art galleries and theme parks

Moving forward, it will be important for the Division to continue offering these recreational opportunities for its residents and/or partner with other organizations who can to ensure resident needs are being met.



# Appendices

1.5 APPENDIX A- SOCIAL VULNERABILITY INDEX

Social vulnerability refers to a community’s preparedness to respond to hazardous events, such as natural disasters or disease outbreak, or a human-made event, like a chemical spill. The social vulnerability of a community is influenced by multiple factors, including poverty, lack of access to transportation, and housing conditions, that can hinder the ability to prevent human suffering and financial loss in a disaster.

In collaboration with the Agency for Toxic Substances and Disease Registry (ATSDR and the US Census Bureau), the CDC provides a Social Vulnerability Index (SVI) for every census tract in the US. The SVI is based on a total of 15 social factors that channel into four related themes: Socioeconomic Status, Household Composition & Disability, Minority Status & Language, and Housing & Transportation. Each census tract receives an individual score for all four themes, as well as an overall SVI ranking. The chart below depicts the relationship between the social factors, key themes, and overall SVI.

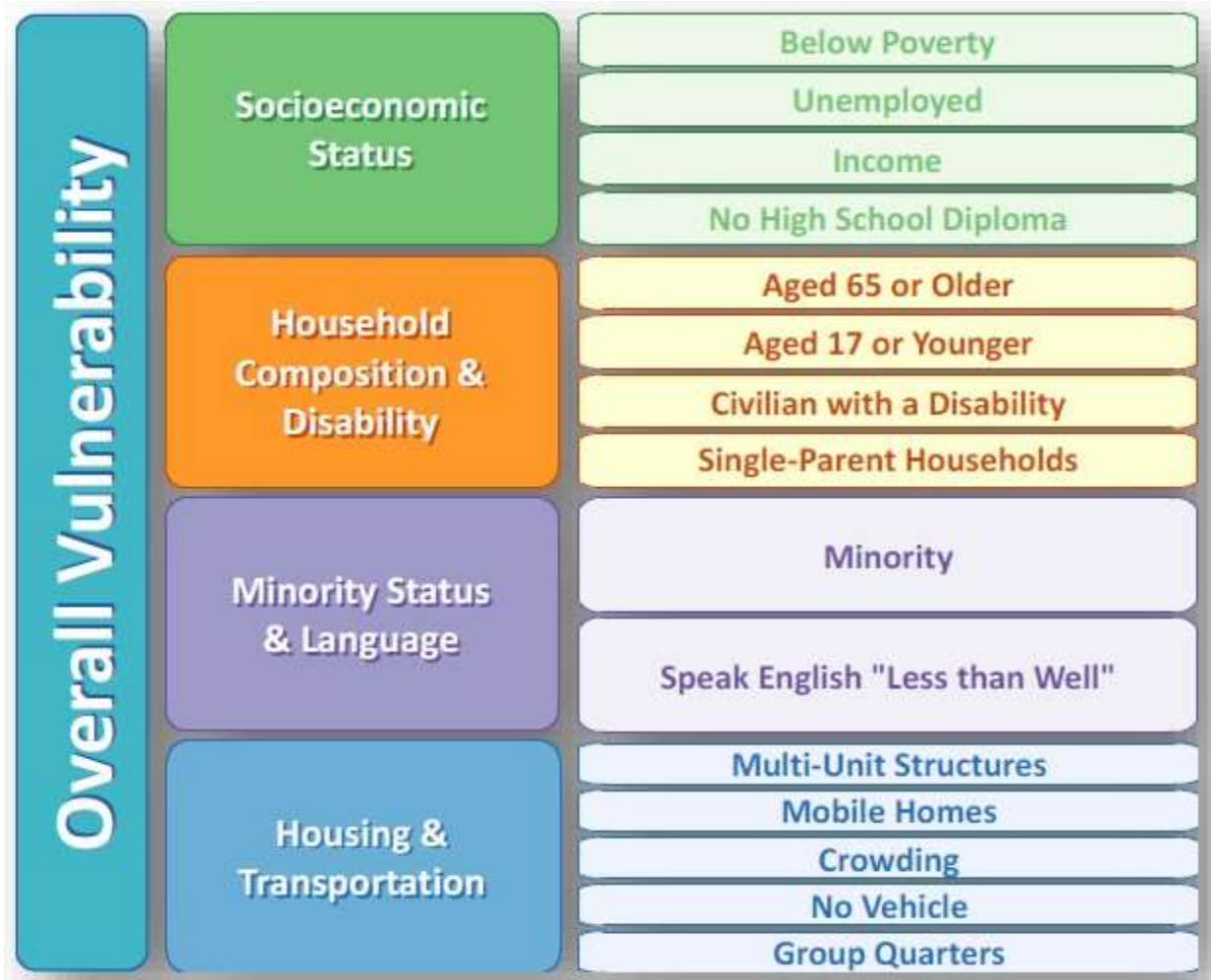


Figure 21 - Social Vulnerability Factors

The following sections further detail the overall SVI rankings, as well as rankings for each of the four key themes, for the County. The SVI report for the County was sourced through ATSDR, while SVI ranking maps for the County were developed through the CDC’s National Environmental Public Health Tracking Network. Data was pulled in March of 2020, and include SVI rankings from the most recent year available (2016).



1.5.1 BROWARD COUNTY – OVERALL SVI

The majority of the County has moderate-to-low social vulnerability in 2016, especially in the more rural areas. Higher levels of social vulnerability are present in the urban areas along I-95.

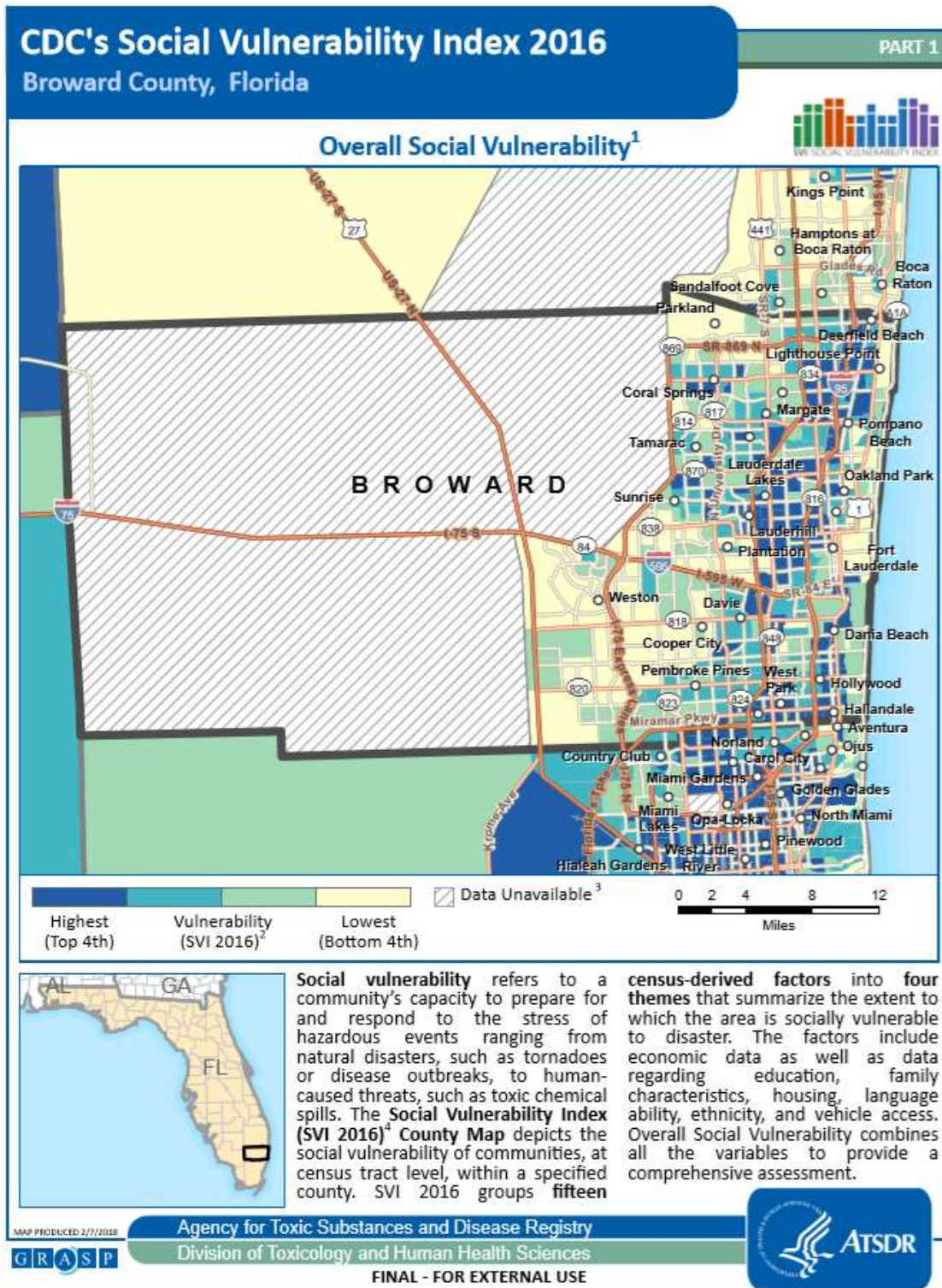


Figure 22 - Broward County Overall SVI 2016

1.5.2 BROWARD COUNTY – SVI BY THEME

Analyzing SVI by the four major themes, vulnerability levels are generally consistent with the overall trend - lower levels in the rural portions and higher risk in the urban core. The County as a whole has relatively low vulnerability related to Housing/Transportation; while the most prominent exposure to vulnerability is tied to Race/Ethnicity/Language. The general area of Lauderdale Lakes and Oakland Park has the high levels of vulnerability for Socioeconomic Status, Household Composition/Disability, and Race/Ethnicity/Language. There is also a notably high vulnerability for Race/Ethnicity/Language present in the southern region of the County around Pembroke Pines and Miramar.

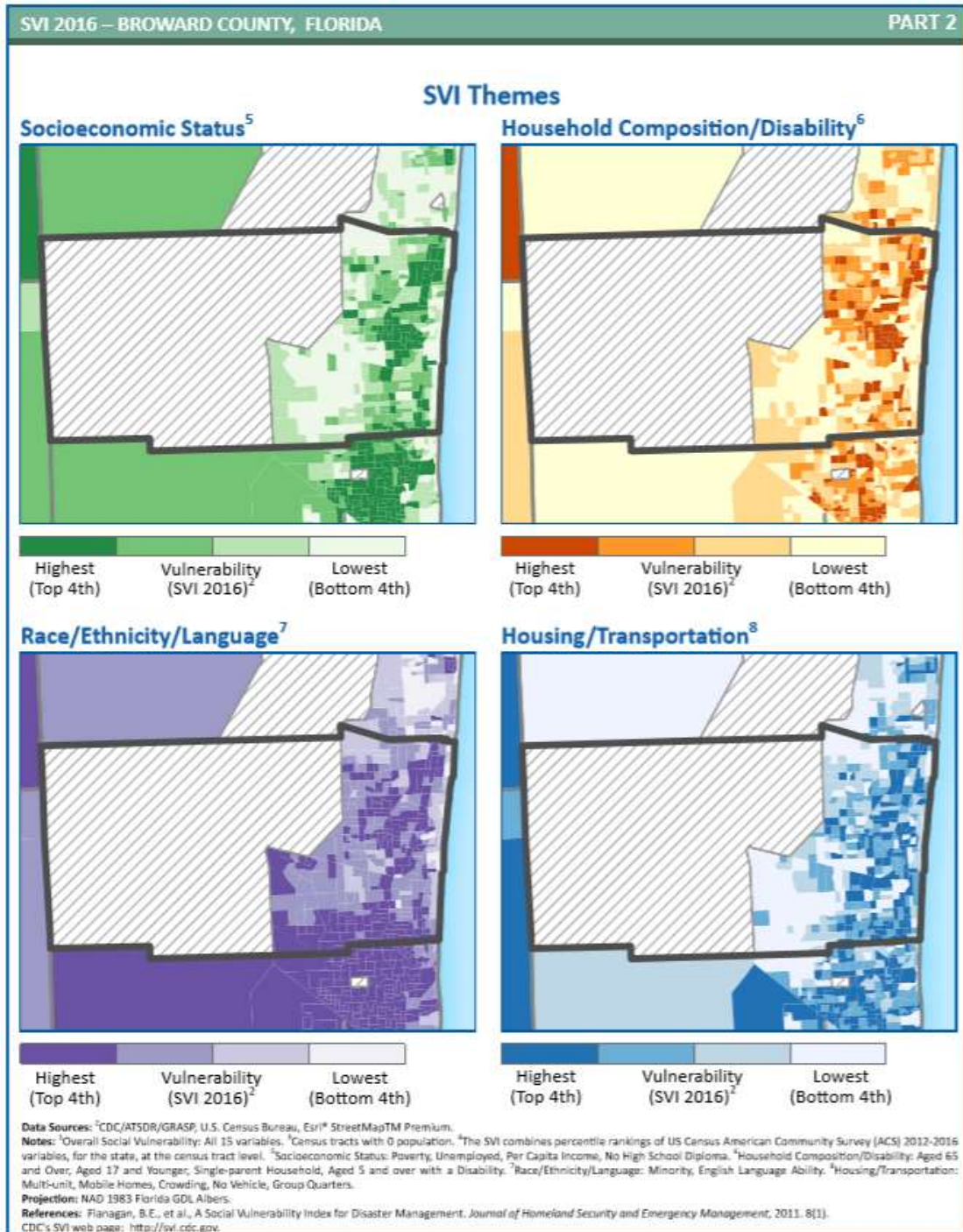


Figure 23 - Broward County SVI by Theme 2016



1.6 APPENDIX B- NON-PARTICIPANT INTEREST BY AGE SEGMENT

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

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



1.7 APPENDIX C- NATIONAL AND REGIONAL PROGRAMMING TRENDS

1.7.1 PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (SOUTHERN REGION)

PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (SOUTHERN REGION)

NRPA’s *Agency Performance Review 2019* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,075 park and recreation agencies across the U.S. as reported between 2016 and 2018.



Based on this year’s report, the typical agency (i.e., those at the median values) offers 175 programs annually, with roughly 63% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below (Figure 24). A complete comparison of regional and national programs offered by agencies can be found in Figure 25.

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

Top 5 Most Offered Core Program Areas (Offered by Parks and Recreation Agencies)	
Southern (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Team Sports (88%)</li> </ul>	<ul style="list-style-type: none"> <li>Themed Special Events (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Social Recreation Events (87%)</li> </ul>	<ul style="list-style-type: none"> <li>Team Sports (87%)</li> </ul>
<ul style="list-style-type: none"> <li>Themed Special Events (87%)</li> </ul>	<ul style="list-style-type: none"> <li>Social Recreation Events (86%)</li> </ul>
<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Health &amp; Wellness Education (79%)</li> </ul>
<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (79%)</li> </ul>	<ul style="list-style-type: none"> <li>Fitness Enhancement Classes (77%)</li> </ul>

Figure 24: Top 5 Core Program Areas

Overall, Southern Region parks and recreation agencies are very similar to the U.S. average regarding program offerings. However, utilizing a discrepancy threshold of +/-5% (or more), Southern agencies are currently offering Safety Training, Aquatics, Performing Arts, and Golf programs at a lesser rate than the national average.

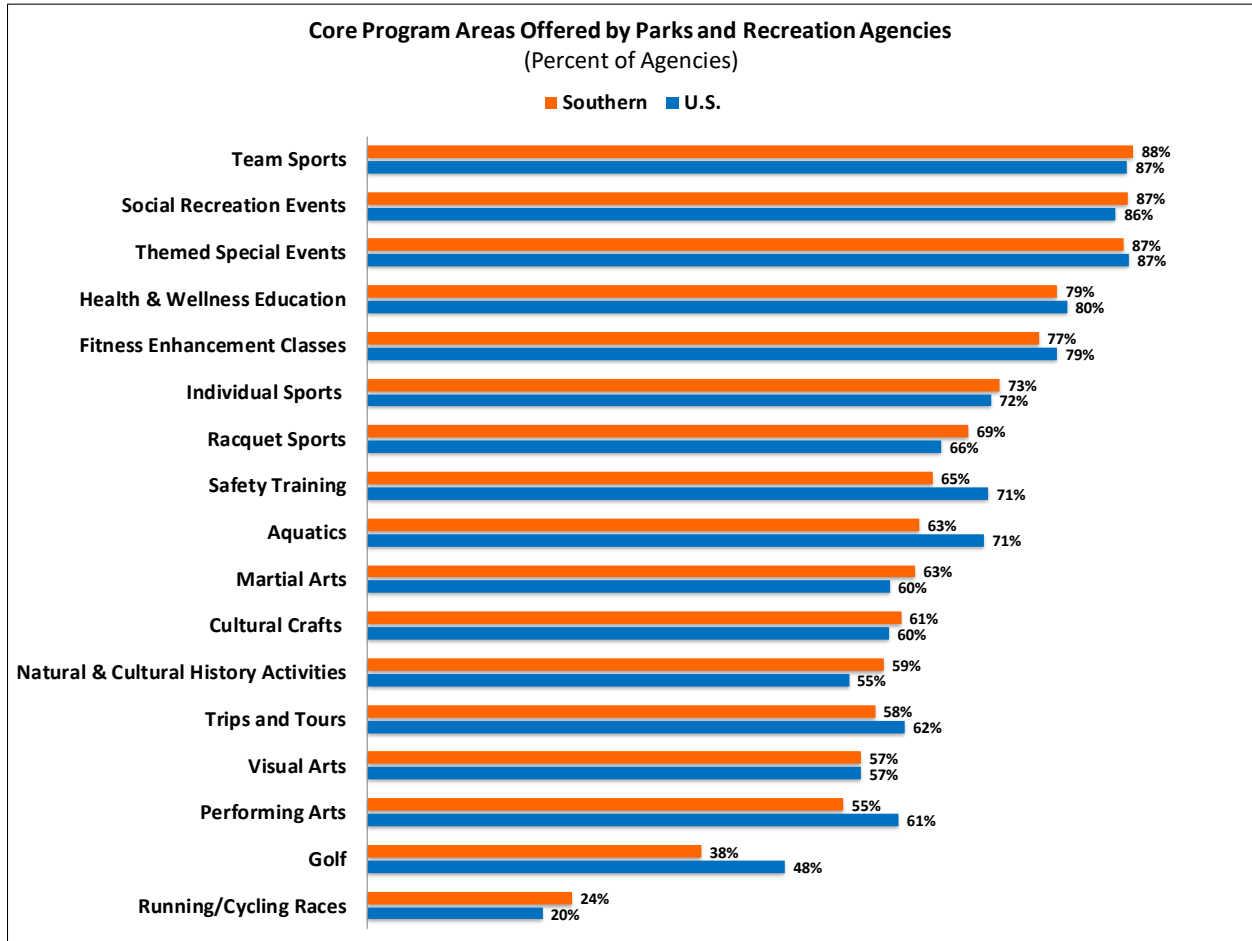


Figure 25: Programs Offered by Parks and Recreation Agencies

### TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES

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

Based on information reported to the NRPA, the top three targeted programs offered by park and recreation agencies, nationally and regionally, are described in the table below (Figure 26). A complete comparison of regional and national targeted program offerings can be found in Figure 27.

Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
Southern (% of agencies offering)	U.S. (% of agencies offering)
<ul style="list-style-type: none"> <li>Summer Camp (86%)</li> </ul>	<ul style="list-style-type: none"> <li>Summer Camp (82%)</li> </ul>
<ul style="list-style-type: none"> <li>Senior Programs (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Senior Programs (78%)</li> </ul>
<ul style="list-style-type: none"> <li>Disability Programs (66%)</li> </ul>	<ul style="list-style-type: none"> <li>After School Programs (77%)</li> </ul>

Figure 26: Top 3 Core Target Program Areas

Agencies in the Southern Region tend to offer targeted programs at a lower rate than the national average. Southern agencies are currently offering After School Programs, Preschool Programs, and Before School Programs at a significantly lower rate than the national average (Figure 27).

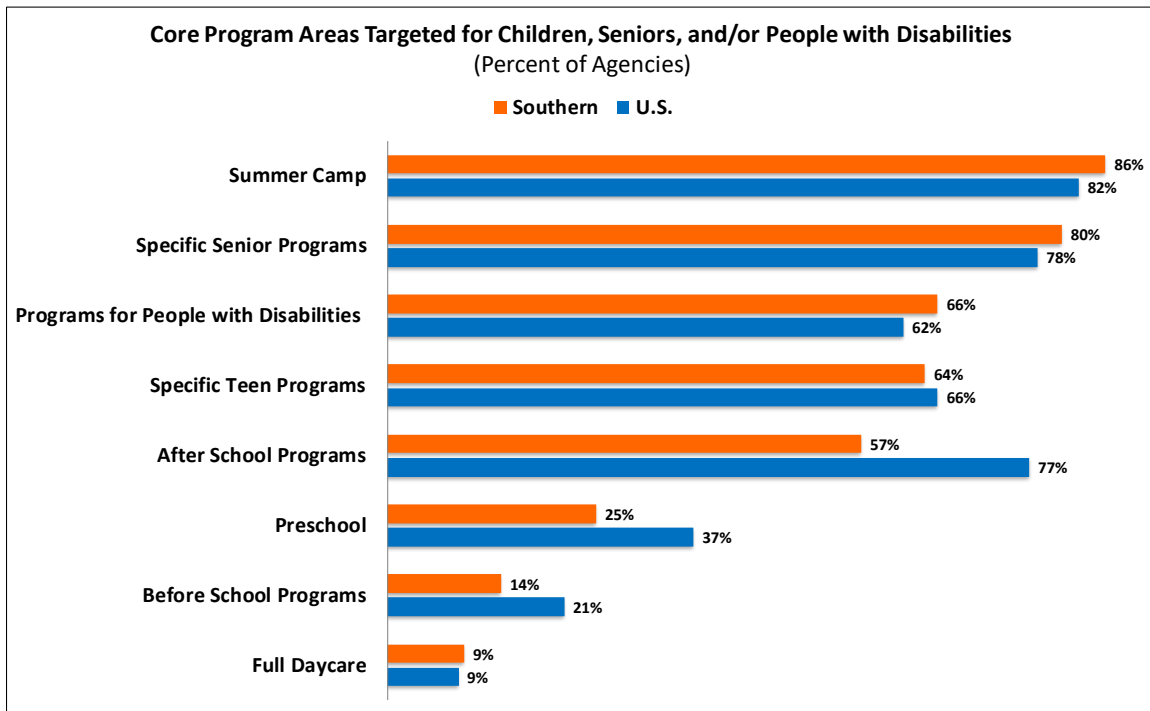


Figure 27: Targeted Programs for Children, Seniors, and People with Disabilities

1.8 APPENDIX D- CORE VS. CASUAL PARTICIPATION TRENDS

1.8.1 GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
#	%	#	%	#	%			
<b>Basketball</b>	<b>23,067</b>	<b>100%</b>	<b>24,225</b>	<b>100%</b>	<b>24,917</b>	<b>100%</b>	<b>8.0%</b>	<b>2.9%</b>
<i>Casual (1-12 times)</i>	7,321	32%	9,335	39%	9,669	39%	32.1%	3.6%
<i>Core(13+ times)</i>	15,746	68%	14,890	61%	15,248	61%	-3.2%	2.4%
<b>Golf (9 or 18-Hole Course)</b>	<b>24,700</b>	<b>100%</b>	<b>24,240</b>	<b>100%</b>	<b>24,271</b>	<b>100%</b>	<b>-1.7%</b>	<b>0.1%</b>
<b>Tennis</b>	<b>17,904</b>	<b>100%</b>	<b>17,841</b>	<b>100%</b>	<b>17,684</b>	<b>100%</b>	<b>-1.2%</b>	<b>-0.9%</b>
<b>Baseball</b>	<b>13,152</b>	<b>100%</b>	<b>15,877</b>	<b>100%</b>	<b>15,804</b>	<b>100%</b>	<b>20.2%</b>	<b>-0.5%</b>
<i>Casual (1-12 times)</i>	4,295	33%	6,563	41%	6,655	42%	54.9%	1.4%
<i>Core (13+ times)</i>	8,857	67%	9,314	59%	9,149	58%	3.3%	-1.8%
<b>Soccer (Outdoor)</b>	<b>12,592</b>	<b>100%</b>	<b>11,405</b>	<b>100%</b>	<b>11,913</b>	<b>100%</b>	<b>-5.4%</b>	<b>4.5%</b>
<i>Casual (1-25 times)</i>	6,622	53%	6,430	56%	6,864	58%	3.7%	6.7%
<i>Core (26+ times)</i>	5,971	47%	4,975	44%	5,050	42%	-15.4%	1.5%
<b>Softball (Slow Pitch)</b>	<b>7,077</b>	<b>100%</b>	<b>7,386</b>	<b>100%</b>	<b>7,071</b>	<b>100%</b>	<b>-0.1%</b>	<b>-4.3%</b>
<i>Casual (1-12 times)</i>	2,825	40%	3,281	44%	3,023	43%	7.0%	-7.9%
<i>Core(13+ times)</i>	4,252	60%	4,105	56%	4,048	57%	-4.8%	-1.4%
<b>Football, Flag</b>	<b>5,508</b>	<b>100%</b>	<b>6,572</b>	<b>100%</b>	<b>6,783</b>	<b>100%</b>	<b>23.1%</b>	<b>3.2%</b>
<i>Casual (1-12 times)</i>	2,838	52%	3,573	54%	3,794	56%	33.7%	6.2%
<i>Core(13+ times)</i>	2,669	48%	2,999	46%	2,989	44%	12.0%	-0.3%
<i>Core Age 6 to 17 (13+ times)</i>	1,178	52%	1,578	54%	1,590	56%	35.0%	0.8%
<b>Volleyball (Court)</b>	<b>6,304</b>	<b>100%</b>	<b>6,317</b>	<b>100%</b>	<b>6,487</b>	<b>100%</b>	<b>2.9%</b>	<b>2.7%</b>
<i>Casual (1-12 times)</i>	2,759	44%	2,867	45%	2,962	46%	7.4%	3.3%
<i>Core(13+ times)</i>	3,545	56%	3,450	55%	3,525	54%	-0.6%	2.2%
<b>Badminton</b>	<b>7,176</b>	<b>100%</b>	<b>6,337</b>	<b>100%</b>	<b>6,095</b>	<b>100%</b>	<b>-15.1%</b>	<b>-3.8%</b>
<i>Casual (1-12 times)</i>	5,049	70%	4,555	72%	4,338	71%	-14.1%	-4.8%
<i>Core(13+ times)</i>	2,127	30%	1,782	28%	1,756	29%	-17.4%	-1.5%
<b>Football, Touch</b>	<b>6,586</b>	<b>100%</b>	<b>5,517</b>	<b>100%</b>	<b>5,171</b>	<b>100%</b>	<b>-21.5%</b>	<b>-6.3%</b>
<i>Casual (1-12 times)</i>	3,727	57%	3,313	60%	3,065	59%	-17.8%	-7.5%
<i>Core(13+ times)</i>	2,859	43%	2,204	40%	2,105	41%	-26.4%	-4.5%
<b>Soccer (Indoor)</b>	<b>4,530</b>	<b>100%</b>	<b>5,233</b>	<b>100%</b>	<b>5,336</b>	<b>100%</b>	<b>17.8%</b>	<b>2.0%</b>
<i>Casual (1-12 times)</i>	1,917	42%	2,452	47%	2,581	48%	34.6%	5.3%
<i>Core(13+ times)</i>	2,614	58%	2,782	53%	2,755	52%	5.4%	-1.0%
<b>Football, Tackle</b>	<b>5,978</b>	<b>100%</b>	<b>5,157</b>	<b>100%</b>	<b>5,107</b>	<b>100%</b>	<b>-14.6%</b>	<b>-1.0%</b>
<i>Casual (1-25 times)</i>	2,588	43%	2,258	44%	2,413	47%	-6.8%	6.9%
<i>Core(26+ times)</i>	3,390	57%	2,898	56%	2,694	53%	-20.5%	-7.0%
<i>Core Age 6 to 17 (26+ times)</i>	2,590	43%	2,353	44%	2,311	47%	-10.8%	-1.8%
<b>Gymnastics</b>	<b>4,621</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>4,699</b>	<b>100%</b>	<b>1.7%</b>	<b>-1.5%</b>
<i>Casual (1-49 times)</i>	2,932	63%	3,047	64%	3,004	64%	2.5%	-1.4%
<i>Core(50+ times)</i>	1,689	37%	1,723	36%	1,695	36%	0.4%	-1.6%
<b>Volleyball (Sand/Beach)</b>	<b>4,651</b>	<b>100%</b>	<b>4,770</b>	<b>100%</b>	<b>4,400</b>	<b>100%</b>	<b>-5.4%</b>	<b>-7.8%</b>
<i>Casual (1-12 times)</i>	3,174	68%	3,261	68%	2,907	66%	-8.4%	-10.9%
<i>Core(13+ times)</i>	1,477	32%	1,509	32%	1,493	34%	1.1%	-1.1%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	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%)

1.8.2 GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
<b>Track and Field</b>	<b>4,105</b>	<b>100%</b>	<b>4,143</b>	<b>100%</b>	<b>4,139</b>	<b>100%</b>	<b>0.8%</b>	<b>-0.1%</b>
<i>Casual (1-25 times)</i>	1,797	44%	2,071	50%	2,069	50%	15.1%	-0.1%
<i>Core(26+ times)</i>	2,308	56%	2,072	50%	2,070	50%	-10.3%	-0.1%
<b>Cheerleading</b>	<b>3,456</b>	<b>100%</b>	<b>3,841</b>	<b>100%</b>	<b>3,752</b>	<b>100%</b>	<b>8.6%</b>	<b>-2.3%</b>
<i>Casual (1-25 times)</i>	1,841	53%	2,039	53%	1,934	52%	5.1%	-5.1%
<i>Core(26+ times)</i>	1,615	47%	1,802	47%	1,817	48%	12.5%	0.8%
<b>Pickleball</b>	<b>2,462</b>	<b>100%</b>	<b>3,301</b>	<b>100%</b>	<b>3,460</b>	<b>100%</b>	<b>40.5%</b>	<b>4.8%</b>
<i>Casual (1-12 times)</i>	1,459	59%	2,011	61%	2,185	63%	49.8%	8.7%
<i>Core(13+ times)</i>	1,003	41%	1,290	39%	1,275	37%	27.1%	-1.2%
<b>Racquetball</b>	<b>3,594</b>	<b>100%</b>	<b>3,480</b>	<b>100%</b>	<b>3,453</b>	<b>100%</b>	<b>-3.9%</b>	<b>-0.8%</b>
<i>Casual (1-12 times)</i>	2,435	68%	2,407	69%	2,398	69%	-1.5%	-0.4%
<i>Core(13+ times)</i>	1,159	32%	1,073	31%	1,055	31%	-9.0%	-1.7%
<b>Ice Hockey</b>	<b>2,421</b>	<b>100%</b>	<b>2,447</b>	<b>100%</b>	<b>2,357</b>	<b>100%</b>	<b>-2.6%</b>	<b>-3.7%</b>
<i>Casual (1-12 times)</i>	1,129	47%	1,105	45%	1,040	44%	-7.9%	-5.9%
<i>Core(13+ times)</i>	1,292	53%	1,342	55%	1,317	56%	1.9%	-1.9%
<b>Ultimate Frisbee</b>	<b>4,530</b>	<b>100%</b>	<b>2,710</b>	<b>100%</b>	<b>2,290</b>	<b>100%</b>	<b>-49.4%</b>	<b>-15.5%</b>
<i>Casual (1-12 times)</i>	3,448	76%	1,852	68%	1,491	65%	-56.8%	-19.5%
<i>Core(13+ times)</i>	1,082	24%	858	32%	799	35%	-26.2%	-6.9%
<b>Softball (Fast Pitch)</b>	<b>2,424</b>	<b>100%</b>	<b>2,303</b>	<b>100%</b>	<b>2,242</b>	<b>100%</b>	<b>-7.5%</b>	<b>-2.6%</b>
<i>Casual (1-25 times)</i>	1,158	48%	1,084	47%	993	44%	-14.2%	-8.4%
<i>Core(26+ times)</i>	1,266	52%	1,219	53%	1,250	56%	-1.3%	2.5%
<b>Lacrosse</b>	<b>2,011</b>	<b>100%</b>	<b>2,098</b>	<b>100%</b>	<b>2,115</b>	<b>100%</b>	<b>5.2%</b>	<b>0.8%</b>
<i>Casual (1-12 times)</i>	978	49%	1,036	49%	1,021	48%	4.4%	-1.4%
<i>Core(13+ times)</i>	1,032	51%	1,061	51%	1,094	52%	6.0%	3.1%
<b>Wrestling</b>	<b>1,891</b>	<b>100%</b>	<b>1,908</b>	<b>100%</b>	<b>1,944</b>	<b>100%</b>	<b>2.8%</b>	<b>1.9%</b>
<i>Casual (1-25 times)</i>	941	50%	1,160	61%	1,189	61%	26.4%	2.5%
<i>Core(26+ times)</i>	950	50%	748	39%	755	39%	-20.5%	0.9%
<b>Roller Hockey</b>	<b>1,736</b>	<b>100%</b>	<b>1,734</b>	<b>100%</b>	<b>1,616</b>	<b>100%</b>	<b>-6.9%</b>	<b>-6.8%</b>
<i>Casual (1-12 times)</i>	1,181	68%	1,296	75%	1,179	73%	-0.2%	-9.0%
<i>Core(13+ times)</i>	555	32%	437	25%	436	27%	-21.4%	-0.2%
<b>Boxing for Competition</b>	<b>1,278</b>	<b>100%</b>	<b>1,310</b>	<b>100%</b>	<b>1,417</b>	<b>100%</b>	<b>10.9%</b>	<b>8.2%</b>
<i>Casual (1-12 times)</i>	1,074	84%	1,118	85%	1,204	85%	12.1%	7.7%
<i>Core(13+ times)</i>	204	16%	192	15%	212	15%	3.9%	10.4%
<b>Rugby</b>	<b>1,276</b>	<b>100%</b>	<b>1,560</b>	<b>100%</b>	<b>1,392</b>	<b>100%</b>	<b>9.1%</b>	<b>-10.8%</b>
<i>Casual (1-7 times)</i>	836	66%	998	64%	835	60%	-0.1%	-16.3%
<i>Core(8+ times)</i>	440	34%	562	36%	557	40%	26.6%	-0.9%
<b>Squash</b>	<b>1,596</b>	<b>100%</b>	<b>1,285</b>	<b>100%</b>	<b>1,222</b>	<b>100%</b>	<b>-23.4%</b>	<b>-4.9%</b>
<i>Casual (1-7 times)</i>	1,209	76%	796	62%	747	61%	-38.2%	-6.2%
<i>Core(8+ times)</i>	388	24%	489	38%	476	39%	22.7%	-2.7%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	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%)

1.8.3 GENERAL FITNESS

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Fitness Walking</b>	<b>112,583</b>	<b>100%</b>	<b>111,001</b>	<b>100%</b>	<b>111,439</b>	<b>100%</b>	<b>-1.0%</b>	<b>0.4%</b>
<i>Casual (1-49 times)</i>	35,694	32%	36,139	33%	36,254	33%	1.6%	0.3%
<i>Core(50+ times)</i>	76,889	68%	74,862	67%	75,185	67%	-2.2%	0.4%
<b>Treadmill</b>	<b>50,241</b>	<b>100%</b>	<b>53,737</b>	<b>100%</b>	<b>56,823</b>	<b>100%</b>	<b>13.1%</b>	<b>5.7%</b>
<i>Casual (1-49 times)</i>	22,525	45%	25,826	48%	28,473	50%	26.4%	10.2%
<i>Core(50+ times)</i>	27,716	55%	27,911	52%	28,349	50%	2.3%	1.6%
<b>Free Weights (Dumbbells/Hand Weights)</b>	<b>56,124</b>	<b>100%</b>	<b>51,291</b>	<b>100%</b>	<b>51,450</b>	<b>100%</b>	<b>-8.3%</b>	<b>0.3%</b>
<i>Casual (1-49 times)</i>	18,195	32%	18,702	36%	19,762	38%	8.6%	5.7%
<i>Core(50+ times)</i>	37,929	68%	32,589	64%	31,688	62%	-16.5%	-2.8%
<b>Running/Jogging</b>	<b>51,127</b>	<b>100%</b>	<b>49,459</b>	<b>100%</b>	<b>50,052</b>	<b>100%</b>	<b>-2.1%</b>	<b>1.2%</b>
<i>Casual (1-49 times)</i>	23,083	45%	24,399	49%	24,972	50%	8.2%	2.3%
<i>Core(50+ times)</i>	28,044	55%	25,061	51%	25,081	50%	-10.6%	0.1%
<b>Stationary Cycling (Recumbent/Upright)</b>	<b>35,693</b>	<b>100%</b>	<b>36,668</b>	<b>100%</b>	<b>37,085</b>	<b>100%</b>	<b>3.9%</b>	<b>1.1%</b>
<i>Casual (1-49 times)</i>	18,255	51%	19,282	53%	19,451	52%	6.6%	0.9%
<i>Core(50+ times)</i>	17,439	49%	17,387	47%	17,634	48%	1.1%	1.4%
<b>Weight/Resistant Machines</b>	<b>35,841</b>	<b>100%</b>	<b>36,372</b>	<b>100%</b>	<b>36,181</b>	<b>100%</b>	<b>0.9%</b>	<b>-0.5%</b>
<i>Casual (1-49 times)</i>	14,590	41%	14,893	41%	14,668	41%	0.5%	-1.5%
<i>Core(50+ times)</i>	21,250	59%	21,479	59%	21,513	59%	1.2%	0.2%
<b>Elliptical Motion/Cross Trainer</b>	<b>31,826</b>	<b>100%</b>	<b>33,238</b>	<b>100%</b>	<b>33,056</b>	<b>100%</b>	<b>3.9%</b>	<b>-0.5%</b>
<i>Casual (1-49 times)</i>	15,379	48%	16,889	51%	17,175	52%	11.7%	1.7%
<i>Core(50+ times)</i>	16,448	52%	16,349	49%	15,880	48%	-3.5%	-2.9%
<b>Yoga</b>	<b>25,262</b>	<b>100%</b>	<b>28,745</b>	<b>100%</b>	<b>30,456</b>	<b>100%</b>	<b>20.6%</b>	<b>6.0%</b>
<i>Casual (1-49 times)</i>	14,802	59%	17,553	61%	18,953	62%	28.0%	8.0%
<i>Core(50+ times)</i>	10,460	41%	11,193	39%	11,503	38%	10.0%	2.8%
<b>Free Weights (Barbells)</b>	<b>25,623</b>	<b>100%</b>	<b>27,834</b>	<b>100%</b>	<b>28,379</b>	<b>100%</b>	<b>10.8%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	9,641	38%	11,355	41%	11,806	42%	22.5%	4.0%
<i>Core(50+ times)</i>	15,981	62%	16,479	59%	16,573	58%	3.7%	0.6%
<b>Dance, Step, Choreographed Exercise</b>	<b>21,455</b>	<b>100%</b>	<b>22,391</b>	<b>100%</b>	<b>23,957</b>	<b>100%</b>	<b>11.7%</b>	<b>7.0%</b>
<i>Casual (1-49 times)</i>	13,993	65%	14,503	65%	16,047	67%	14.7%	10.6%
<i>Core(50+ times)</i>	7,462	35%	7,888	35%	7,910	33%	6.0%	0.3%
<b>Bodyweight Exercise</b>	<b>22,390</b>	<b>100%</b>	<b>24,183</b>	<b>100%</b>	<b>23,504</b>	<b>100%</b>	<b>5.0%</b>	<b>-2.8%</b>
<i>Casual (1-49 times)</i>	8,970	40%	9,674	40%	9,492	40%	5.8%	-1.9%
<i>Core(50+ times)</i>	13,420	60%	14,509	60%	14,012	60%	4.4%	-3.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	



1.8.4 GENERAL FITNESS (CONTINUED)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Aerobics (High Impact/ Intensity Training)</b>	<b>19,746</b>	<b>100%</b>	<b>21,611</b>	<b>100%</b>	<b>22,044</b>	<b>100%</b>	<b>11.6%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	10,242	52%	11,828	55%	12,380	56%	20.9%	4.7%
<i>Core(50+ times)</i>	9,504	48%	9,783	45%	9,665	44%	1.7%	-1.2%
<b>Stair Climbing Machine</b>	<b>13,216</b>	<b>100%</b>	<b>15,025</b>	<b>100%</b>	<b>15,359</b>	<b>100%</b>	<b>16.2%</b>	<b>2.2%</b>
<i>Casual (1-49 times)</i>	7,679	58%	9,643	64%	10,059	65%	31.0%	4.3%
<i>Core(50+ times)</i>	5,537	42%	5,382	36%	5,301	35%	-4.3%	-1.5%
<b>Cross-Training Style Workout</b>	<b>11,265</b>	<b>100%</b>	<b>13,338</b>	<b>100%</b>	<b>13,542</b>	<b>100%</b>	<b>20.2%</b>	<b>1.5%</b>
<i>Casual (1-49 times)</i>	5,686	50%	6,594	49%	7,100	52%	24.9%	7.7%
<i>Core(50+ times)</i>	5,579	50%	6,744	51%	6,442	48%	15.5%	-4.5%
<b>Trail Running</b>	<b>7,531</b>	<b>100%</b>	<b>10,010</b>	<b>100%</b>	<b>10,997</b>	<b>100%</b>	<b>46.0%</b>	<b>9.9%</b>
<b>Stationary Cycling (Group)</b>	<b>8,449</b>	<b>100%</b>	<b>9,434</b>	<b>100%</b>	<b>9,930</b>	<b>100%</b>	<b>17.5%</b>	<b>5.3%</b>
<i>Casual (1-49 times)</i>	5,353	63%	6,097	65%	6,583	66%	23.0%	8.0%
<i>Core(50+ times)</i>	3,097	37%	3,337	35%	3,347	34%	8.1%	0.3%
<b>Pilates Training</b>	<b>8,504</b>	<b>100%</b>	<b>9,084</b>	<b>100%</b>	<b>9,243</b>	<b>100%</b>	<b>8.7%</b>	<b>1.8%</b>
<i>Casual (1-49 times)</i>	5,131	60%	5,845	64%	6,074	66%	18.4%	3.9%
<i>Core(50+ times)</i>	3,373	40%	3,238	36%	3,168	34%	-6.1%	-2.2%
<b>Cardio Kickboxing</b>	<b>6,747</b>	<b>100%</b>	<b>6,838</b>	<b>100%</b>	<b>7,026</b>	<b>100%</b>	<b>4.1%</b>	<b>2.7%</b>
<i>Casual (1-49 times)</i>	4,558	68%	4,712	69%	4,990	71%	9.5%	5.9%
<i>Core(50+ times)</i>	2,189	32%	2,126	31%	2,037	29%	-6.9%	-4.2%
<b>Boot Camp Style Training</b>	<b>6,774</b>	<b>100%</b>	<b>6,695</b>	<b>100%</b>	<b>6,830</b>	<b>100%</b>	<b>0.8%</b>	<b>2.0%</b>
<i>Casual (1-49 times)</i>	4,430	65%	4,780	71%	4,951	72%	11.8%	3.6%
<i>Core(50+ times)</i>	2,344	35%	1,915	29%	1,880	28%	-19.8%	-1.8%
<b>Martial Arts</b>	<b>5,364</b>	<b>100%</b>	<b>5,821</b>	<b>100%</b>	<b>6,068</b>	<b>100%</b>	<b>13.1%</b>	<b>4.2%</b>
<i>Casual (1-12 times)</i>	1,599	30%	1,991	34%	2,178	36%	36.2%	9.4%
<i>Core(13+ times)</i>	3,765	70%	3,830	66%	3,890	64%	3.3%	1.6%
<b>Boxing for Fitness</b>	<b>5,113</b>	<b>100%</b>	<b>5,166</b>	<b>100%</b>	<b>5,198</b>	<b>100%</b>	<b>1.7%</b>	<b>0.6%</b>
<i>Casual (1-12 times)</i>	2,438	48%	2,714	53%	2,738	53%	12.3%	0.9%
<i>Core(13+ times)</i>	2,675	52%	2,452	47%	2,460	47%	-8.0%	0.3%
<b>Tai Chi</b>	<b>3,446</b>	<b>100%</b>	<b>3,761</b>	<b>100%</b>	<b>3,793</b>	<b>100%</b>	<b>10.1%</b>	<b>0.9%</b>
<i>Casual (1-49 times)</i>	2,053	60%	2,360	63%	2,379	63%	15.9%	0.8%
<i>Core(50+ times)</i>	1,393	40%	1,400	37%	1,414	37%	1.5%	1.0%
<b>Barre</b>	<b>3,200</b>	<b>100%</b>	<b>3,532</b>	<b>100%</b>	<b>3,665</b>	<b>100%</b>	<b>14.5%</b>	<b>3.8%</b>
<i>Casual (1-49 times)</i>	2,562	80%	2,750	78%	2,868	78%	11.9%	4.3%
<i>Core(50+ times)</i>	638	20%	782	22%	797	22%	24.9%	1.9%
<b>Triathlon (Traditional/Road)</b>	<b>2,203</b>	<b>100%</b>	<b>2,168</b>	<b>100%</b>	<b>2,001</b>	<b>100%</b>	<b>-9.2%</b>	<b>-7.7%</b>
<b>Triathlon (Non-Traditional/Off Road)</b>	<b>1,411</b>	<b>100%</b>	<b>1,589</b>	<b>100%</b>	<b>1,472</b>	<b>100%</b>	<b>4.3%</b>	<b>-7.4%</b>

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	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%)

1.8.5 OUTDOOR/ADVENTURE RECREATION

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	36,222	100%	47,860	100%	49,697	100%	37.2%	3.8%
Bicycling (Road)	39,725	100%	39,041	100%	39,388	100%	-0.8%	0.9%
<i>Casual (1-25 times)</i>	19,269	49%	20,777	53%	20,796	53%	7.9%	0.1%
<i>Core(26+ times)</i>	20,456	51%	18,264	47%	18,592	47%	-9.1%	1.8%
Fishing (Freshwater)	37,821	100%	38,998	100%	39,185	100%	3.6%	0.5%
<i>Casual (1-7 times)</i>	19,847	52%	21,099	54%	20,857	53%	5.1%	-1.1%
<i>Core(8+ times)</i>	17,973	48%	17,899	46%	18,328	47%	2.0%	2.4%
Camping (< 1/4 Mile of Vehicle/Home)	28,660	100%	27,416	100%	28,183	100%	-1.7%	2.8%
Camping (Recreational Vehicle)	14,633	100%	15,980	100%	15,426	100%	5.4%	-3.5%
<i>Casual (1-7 times)</i>	7,074	48%	9,103	57%	8,420	55%	19.0%	-7.5%
<i>Core(8+ times)</i>	7,559	52%	6,877	43%	7,006	45%	-7.3%	1.9%
Fishing (Saltwater)	11,817	100%	12,830	100%	13,193	100%	11.6%	2.8%
<i>Casual (1-7 times)</i>	6,999	59%	7,636	60%	7,947	60%	13.5%	4.1%
<i>Core(8+ times)</i>	4,819	41%	5,194	40%	5,246	40%	8.9%	1.0%
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	100%	12,344	100%	12,817	100%	-2.7%	3.8%
Backpacking Overnight	10,101	100%	10,540	100%	10,660	100%	5.5%	1.1%
Bicycling (Mountain)	8,044	100%	8,690	100%	8,622	100%	7.2%	-0.8%
<i>Casual (1-12 times)</i>	3,707	46%	4,294	49%	4,319	50%	16.5%	0.6%
<i>Core(13+ times)</i>	4,336	54%	4,396	51%	4,302	50%	-0.8%	-2.1%
Archery	8,435	100%	7,654	100%	7,449	100%	-11.7%	-2.7%
<i>Casual (1-25 times)</i>	7,021	83%	6,514	85%	6,309	85%	-10.1%	-3.1%
<i>Core(26+ times)</i>	1,414	17%	1,140	15%	1,140	15%	-19.4%	0.0%
Fishing (Fly)	5,842	100%	6,939	100%	7,014	100%	20.1%	1.1%
<i>Casual (1-7 times)</i>	3,638	62%	4,460	64%	4,493	64%	23.5%	0.7%
<i>Core(8+ times)</i>	2,204	38%	2,479	36%	2,521	36%	14.4%	1.7%
Skateboarding	6,582	100%	6,500	100%	6,610	100%	0.4%	1.7%
<i>Casual (1-25 times)</i>	3,882	59%	3,989	61%	4,265	65%	9.9%	6.9%
<i>Core(26+ times)</i>	2,700	41%	2,511	39%	2,345	35%	-13.1%	-6.6%
Roller Skating (In-Line)	6,061	100%	5,040	100%	4,816	100%	-20.5%	-4.4%
<i>Casual (1-12 times)</i>	4,194	69%	3,680	73%	3,474	72%	-17.2%	-5.6%
<i>Core(13+ times)</i>	1,867	31%	1,359	27%	1,342	28%	-28.1%	-1.3%
Bicycling (BMX)	2,350	100%	3,439	100%	3,648	100%	55.2%	6.1%
<i>Casual (1-12 times)</i>	1,205	51%	2,052	60%	2,257	62%	87.3%	10.0%
<i>Core(13+ times)</i>	1,145	49%	1,387	40%	1,392	38%	21.6%	0.4%
Climbing (Traditional/Ice/Mountaineering)	2,457	100%	2,541	100%	2,400	100%	-2.3%	-5.5%
Adventure Racing	2,368	100%	2,215	100%	2,143	100%	-9.5%	-3.3%
<i>Casual (1 times)</i>	1,004	42%	581	26%	549	26%	-45.3%	-5.5%
<i>Core(2+ times)</i>	1,365	58%	1,634	74%	1,595	74%	16.8%	-2.4%

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

<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	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%)

1.8.6 AQUATICS

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Swimming (Fitness)</b>	<b>25,304</b>	<b>100%</b>	<b>27,575</b>	<b>100%</b>	<b>28,219</b>	<b>100%</b>	<b>11.5%</b>	<b>2.3%</b>
<i>Casual (1-49 times)</i>	16,459	65%	18,728	68%	19,480	69%	18.4%	4.0%
<i>Core(50+ times)</i>	8,845	35%	8,847	32%	8,739	31%	-1.2%	-1.2%
<b>Aquatic Exercise</b>	<b>9,122</b>	<b>100%</b>	<b>10,518</b>	<b>100%</b>	<b>11,189</b>	<b>100%</b>	<b>22.7%</b>	<b>6.4%</b>
<i>Casual (1-49 times)</i>	5,901	65%	7,391	70%	8,006	72%	35.7%	8.3%
<i>Core(50+ times)</i>	3,221	35%	3,127	30%	3,183	28%	-1.2%	1.8%
<b>Swimming (Competition)</b>	<b>2,710</b>	<b>100%</b>	<b>3,045</b>	<b>100%</b>	<b>2,822</b>	<b>100%</b>	<b>4.1%</b>	<b>-7.3%</b>
<i>Casual (1-49 times)</i>	1,246	46%	1,678	55%	1,529	54%	22.7%	-8.9%
<i>Core(50+ times)</i>	1,464	54%	1,367	45%	1,293	46%	-11.7%	-5.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	

1.8.7 WATER SPORTS/ACTIVITIES

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2014		2018		2019		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
<b>Kayaking (Recreational)</b>	<b>8,855</b>	<b>100%</b>	<b>11,017</b>	<b>100%</b>	<b>11,382</b>	<b>100%</b>	<b>28.5%</b>	<b>3.3%</b>
<b>Canoeing</b>	<b>10,044</b>	<b>100%</b>	<b>9,129</b>	<b>100%</b>	<b>8,995</b>	<b>100%</b>	<b>-10.4%</b>	<b>-1.5%</b>
<b>Snorkeling</b>	<b>8,752</b>	<b>100%</b>	<b>7,815</b>	<b>100%</b>	<b>7,659</b>	<b>100%</b>	<b>-12.5%</b>	<b>-2.0%</b>
<i>Casual (1-7 times)</i>	6,935	79%	6,321	81%	6,192	81%	-10.7%	-2.0%
<i>Core(8+ times)</i>	1,818	21%	1,493	19%	1,468	19%	-19.3%	-1.7%
<b>Jet Skiing</b>	<b>6,355</b>	<b>100%</b>	<b>5,324</b>	<b>100%</b>	<b>5,108</b>	<b>100%</b>	<b>-19.6%</b>	<b>-4.1%</b>
<i>Casual (1-7 times)</i>	4,545	72%	3,900	73%	3,684	72%	-18.9%	-5.5%
<i>Core(8+ times)</i>	1,810	28%	1,425	27%	1,423	28%	-21.4%	-0.1%
<b>Sailing</b>	<b>3,924</b>	<b>100%</b>	<b>3,754</b>	<b>100%</b>	<b>3,618</b>	<b>100%</b>	<b>-7.8%</b>	<b>-3.6%</b>
<i>Casual (1-7 times)</i>	2,699	69%	2,596	69%	2,477	68%	-8.2%	-4.6%
<i>Core(8+ times)</i>	1,225	31%	1,159	31%	1,141	32%	-6.9%	-1.6%
<b>Stand-Up Paddling</b>	<b>2,751</b>	<b>100%</b>	<b>3,453</b>	<b>100%</b>	<b>3,562</b>	<b>100%</b>	<b>29.5%</b>	<b>3.2%</b>
<b>Rafting</b>	<b>3,781</b>	<b>100%</b>	<b>3,404</b>	<b>100%</b>	<b>3,438</b>	<b>100%</b>	<b>-9.1%</b>	<b>1.0%</b>
<b>Water Skiing</b>	<b>4,007</b>	<b>100%</b>	<b>3,363</b>	<b>100%</b>	<b>3,203</b>	<b>100%</b>	<b>-20.1%</b>	<b>-4.8%</b>
<i>Casual (1-7 times)</i>	2,911	73%	2,499	74%	2,355	74%	-19.1%	-5.8%
<i>Core(8+ times)</i>	1,095	27%	863	26%	847	26%	-22.6%	-1.9%
<b>Surfing</b>	<b>2,721</b>	<b>100%</b>	<b>2,874</b>	<b>100%</b>	<b>2,964</b>	<b>100%</b>	<b>8.9%</b>	<b>3.1%</b>
<i>Casual (1-7 times)</i>	1,645	60%	1,971	69%	2,001	68%	21.6%	1.5%
<i>Core(8+ times)</i>	1,076	40%	904	31%	962	32%	-10.6%	6.4%
<b>Wakeboarding</b>	<b>3,125</b>	<b>100%</b>	<b>2,796</b>	<b>100%</b>	<b>2,729</b>	<b>100%</b>	<b>-12.7%</b>	<b>-2.4%</b>
<i>Casual (1-7 times)</i>	2,199	70%	1,900	68%	1,839	67%	-16.4%	-3.2%
<i>Core(8+ times)</i>	926	30%	896	32%	890	33%	-3.9%	-0.7%
<b>Scuba Diving</b>	<b>3,145</b>	<b>100%</b>	<b>2,849</b>	<b>100%</b>	<b>2,715</b>	<b>100%</b>	<b>-13.7%</b>	<b>-4.7%</b>
<i>Casual (1-7 times)</i>	2,252	72%	2,133	75%	2,016	74%	-10.5%	-5.5%
<i>Core(8+ times)</i>	893	28%	716	25%	699	26%	-21.7%	-2.4%
<b>Kayaking (Sea/Touring)</b>	<b>2,912</b>	<b>100%</b>	<b>2,805</b>	<b>100%</b>	<b>2,652</b>	<b>100%</b>	<b>-8.9%</b>	<b>-5.5%</b>
<b>Kayaking (White Water)</b>	<b>2,351</b>	<b>100%</b>	<b>2,562</b>	<b>100%</b>	<b>2,583</b>	<b>100%</b>	<b>9.9%</b>	<b>0.8%</b>
<b>Boardsailing/Windsurfing</b>	<b>1,562</b>	<b>100%</b>	<b>1,556</b>	<b>100%</b>	<b>1,405</b>	<b>100%</b>	<b>-10.1%</b>	<b>-9.7%</b>
<i>Casual (1-7 times)</i>	1,277	82%	1,245	80%	1,112	79%	-12.9%	-10.7%
<i>Core(8+ times)</i>	285	18%	310	20%	292	21%	2.5%	-5.8%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
<b>Participation Growth/Decline</b>	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
<b>Core vs Casual Distribution</b>	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	