



APPENDIX C

MARKET TRENDS

IMAGINE TOMORROW!
Arts, Parks And Recreation For All
Master Plan

MARKET TRENDS

The Market Trends Analysis provides an understanding of national and local recreational trends. Through understanding local and national participation trends in recreation activities, the Department can gain general insight into the lifecycle stage of recreation programs and activities as either emerging, stable or declining; and thereby anticipate potential changes in need and demand for the programs and activities that it provides to the residents of Lakewood.

Trends data used for this analysis was obtained from Sports & Fitness Industry Association (SFIA), NRPA and Environmental Systems Research Institute, Inc. (ESRI). The SFIA's Sports, Fitness & Leisure Activities Topline Participation Report 2022 and NRPA data were used to evaluate national trends, and local trends relied on ESRI reporting.

A summary of trends and Lakewood's metrics are reported on the next seven pages. Full results and analysis are included at the end of this summary..

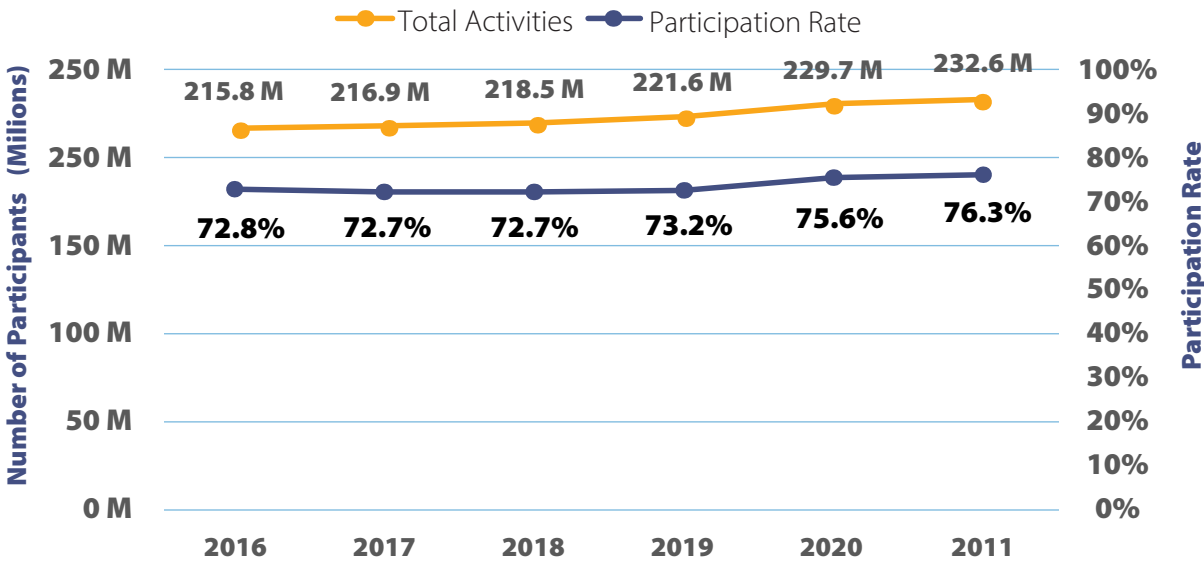
NATIONAL TREND OVERVIEW

Approximately 232.6 million people ages six 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 disruption.

Americans continued to practice yoga, Pilates and workout with kettlebells. They were drawn to the ease of pickleball and the competitiveness of tennis. Many started indoor climbing, while others took to the hiking trail. Waterways saw an increase in 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 national participation rates. Activities such as kayaking, stand-up paddling, and boardsailing/windsurfing all contributed to the 2% increase. Outdoor sports continued to grow with 53.9% of the U.S. population participating. This rate remains higher than pre-pandemic levels, having 6.2% gain over 50.7% participation rate in 2019. The largest contributor to this gain was trail running having increased 5.6% in one year and 13.9% from 2019.

TOTAL ACTIVITIES NATIONAL SIX YEAR TREND



SOURCE: SFIA Sports, Fitness & Leisure Activities Topline Participation Report 2022

NATIONAL TRENDS BY AGE SEGMENT

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.



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

PARTICIPATION BY GENERATION

Boomers (1945 – 1964)

	2019	2020	2021
Fitness Sports	59.8%	59.9%	64.4%
Individual Sports	23.1%	22.3%	22.9%
Outdoor Sports	39.4%	39.5%	41.9%
Racquet Sports	5.5%	6.4%	6.8%
Team Sports	4.3%	4.9%	5.1%
Water Sports	7.4%	7.8%	8.2%
Winter Sports	3.9%	3.5%	3.7%

Millennials (1980~1999)

	2019	2020	2021
Fitness Sports	68.3%	68.7%	70.0%
Individual Sports	39.8%	41.5%	41.3%
Outdoor Sports	57.5%	59.4%	60.5%
Racquet Sports	17.6%	19.3%	19.3%
Team Sports	27.2%	30.4%	30.6%
Water Sports	15.0%	17.1%	17.2%
Winter Sports	14.9%	14.5%	14.0%

Gen X (1965~1979)

	2019	2020	2021
Fitness Sports	65.1%	66.0%	64.2%
Individual Sports	29.9%	31.5%	29.6%
Outdoor Sports	50.4%	52.2%	50.4%
Racquet Sports	10.1%	12.2%	11.8%
Team Sports	12.0%	15.5%	15.2%
Water Sports	10.9%	13.0%	12.3%
Winter Sports	8.6%	8.7%	8.2%

Gen Z (2000+)

	2019	2020	2021
Fitness Sports	53.5%	55.2%	55.8%
Individual Sports	42.0%	44.3%	44.0%
Outdoor Sports	59.1%	60.6%	60.8%
Racquet Sports	18.1%	22.4%	22.6%
Team Sports	56.3%	56.6%	55.8%
Water Sports	12.9%	16.3%	15.8%
Winter Sports	18.9%	19.4%	19.1%

SOURCE: SFIA Sports, Fitness & Leisure Activities Topline Participation Report 2022

TRENDS FOR OLDER ADULTS (55+)

A research report produced by the NRPA affirms that parks and recreation agencies are vital providers of programs, amenities, and services for older adults, and that there is more that can be provided than is traditionally offered. Activities that are provided across the United States vary greatly and generally include chances to socialize with others, ways to stay healthy and active, and opportunities to serve others in their communities. Following is a list of activities that are among those most commonly offered for older adults:

- » Exercise classes
- » Field trips, tours, vacations
- » Arts and crafts classes
- » Opportunities to volunteer
- » Special events and festivals targeted to older adults
- » Group walks
- » Paid job opportunities to lead exercise classes, work in recreation centers or at parks

Additionally, some agencies are offering chronic disease prevention and/or management programs that keep older adults healthy and active, including enhanced fitness, diabetes management, living with arthritis and improving balance. The wide breadth of service offerings for older adults should consider the range of ages and abilities of the population served. The Department can be a critical, lifesaving resource

for lower and/or fixed income segments of the older adult population. This could include transportation to and from activities and facilities and low-cost or free fitness programs.

Lakewood could consider increasing programming for older adults with key partners to include:

- » Area agencies on aging
- » Retirement communities
- » Older Adult meals providers
- » Hospitals and doctors' offices
- » Local health departments
- » Health insurance companies
- » Community-based organizations (e.g., faith-based)

Despite these partnerships, Lakewood may face challenges in providing more services to older adults. The most common challenges are the result of inadequate resources, including facility space shortages, insufficient funding and inadequate staffing. Presumably, these resource constraints will become even more acute as the older adult population grows and the demand for these services increases.

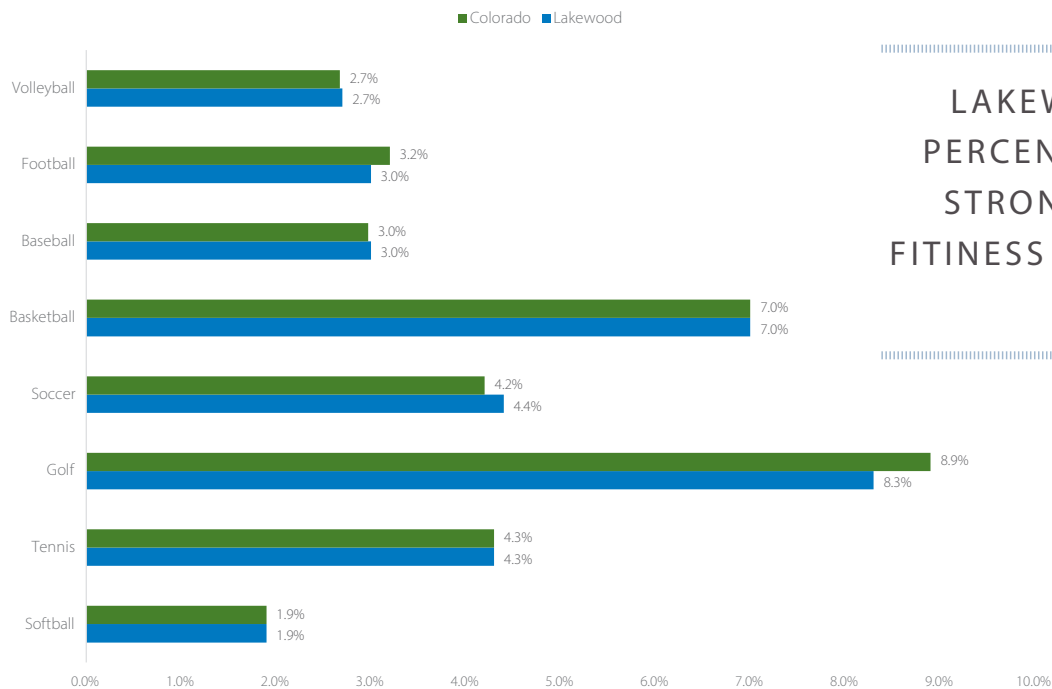


LOCAL TRENDS: MARKET POTENTIAL INDICES

ESRI's 2022 Sports and Leisure Market Potential Indices (MPI) measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by Lakewood residents. The MPI shows the likelihood that a resident of Lakewood will participate in certain activities when compared to the State of Colorado average. Lakewood is compared to Colorado averages in five categories – general sports, fitness, outdoor recreation, and art and culture programs, and annual recreation and entertainment household expenditures. It is important to note that participation by Lakewood residents in these activities is not restricted geographically to the City of Lakewood. For example, a Lakewood resident may participate in an activity offered by the City of Denver.

The *General Sports MPI* graph demonstrates that Lakewood has average to above average market potential index numbers. When reviewing the graph, note that 1% of Lakewood's population represents approximately 1,600 residents. Looking at the four categories (general sports, fitness, outdoor activity, and arts and culture), Lakewood's MPI percentages show that Lakewood has strong participation rates when it comes to general sports and fitness activities; outdoor recreation activities and participation in art and culture programs generally align with Colorado averages.

GENERAL SPORTS - MARKET POTENTIAL INDEX



LAKEWOOD'S MPI
PERCENTAGES SHOW
STRONG SPORTS &
FITNESS PARTICIPATION
RATES

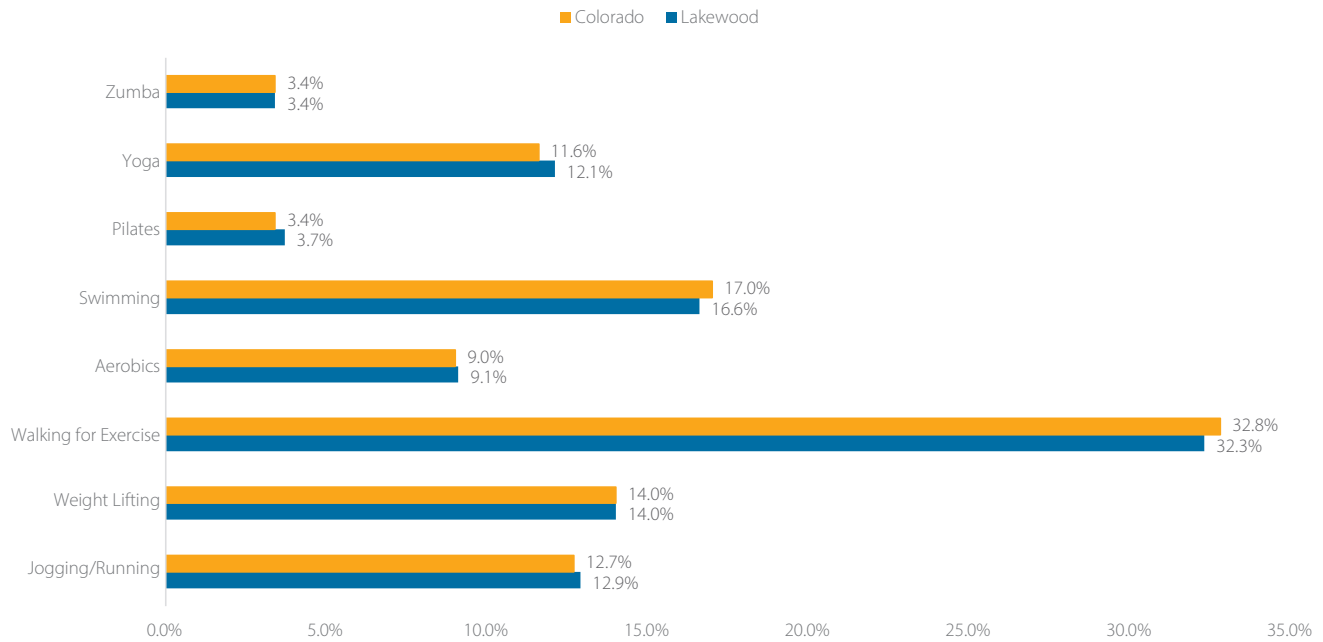
SOURCE: ESRI Sports and Leisure Market Potential Indices, 2022

Activities with MPI numbers greater than the Colorado average are significant because they demonstrate that there is a greater potential that Lakewood residents will actively participate in offerings if these activities were provided by the city or surrounding communities. Activities with MPI numbers lower than the Colorado average are also significant because they demonstrate that there is either a lower potential that Lakewood

residents will participate in these activities or the opportunity to participate in these activities is not available to them. Lakewood is consistent with or below the state MPI for all general sports, except soccer. Lakewood is slightly above the Colorado MPI for soccer, indicating that residents would likely participate if opportunities to play soccer were expanded.

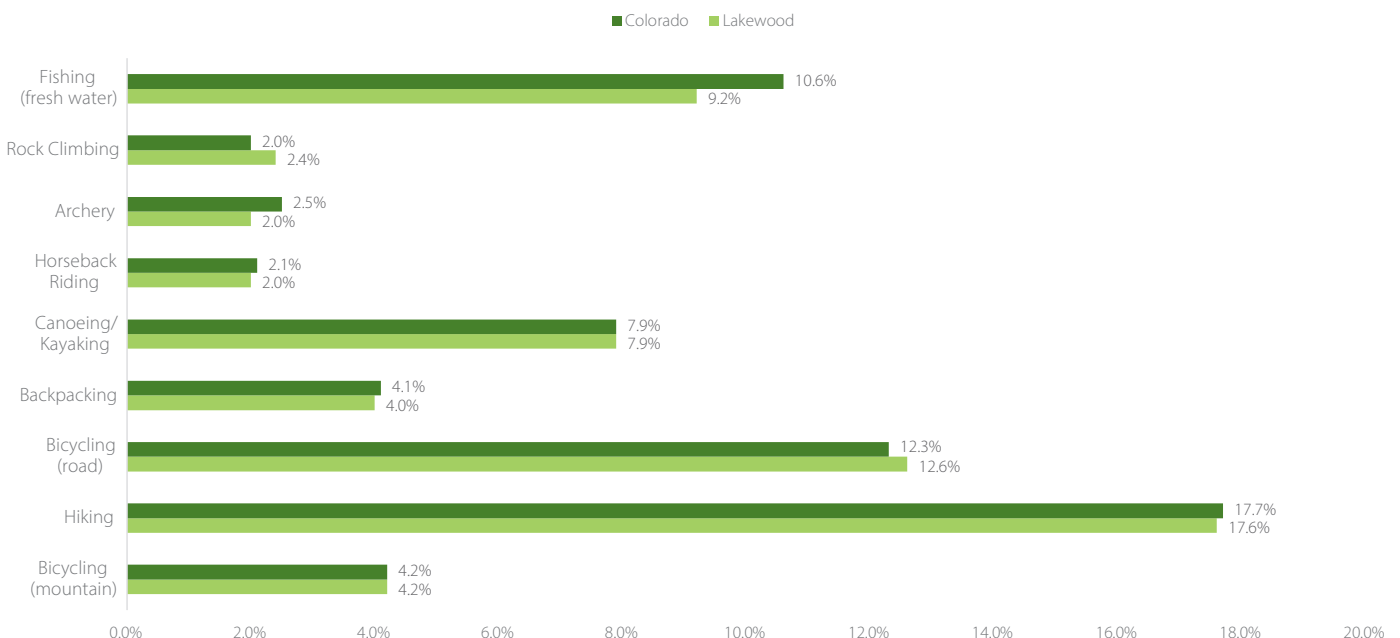
GENERAL FITNESS MARKET POTENTIAL INDEX

The General Fitness MPI graph illustrates that Lakewood has a marginal, yet unrealized market potential for Pilates, yoga and running. Participation in other fitness programs generally aligns with Colorado averages, with the strongest participation in walking for exercise.



OUTDOOR ACTIVITY MARKET POTENTIAL INDEX

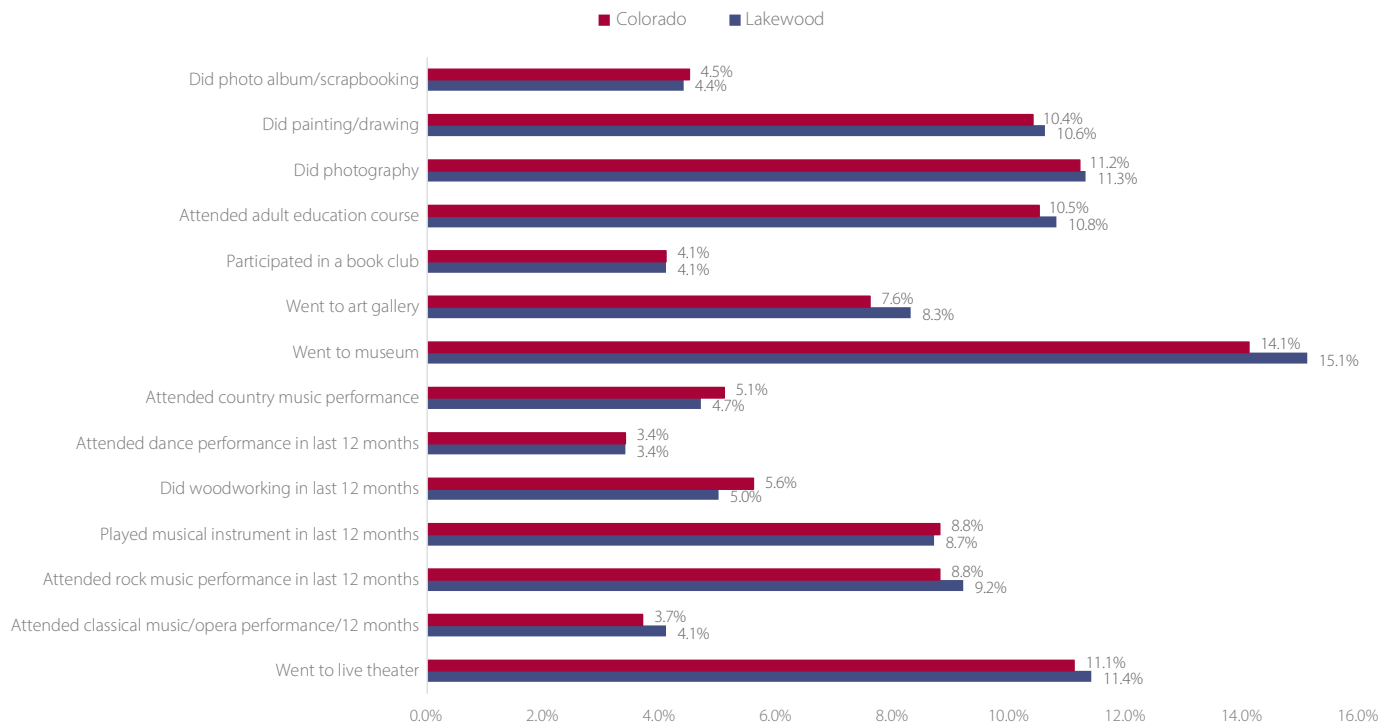
The Outdoor Activity MPI graph demonstrates that Lakewood residents are strong participants in hiking, road cycling and freshwater fishing. Lakewood has unrealized market potential for rock climbing and road cycling.



ART AND CULTURE MARKET POTENTIAL INDEX

According to the Arts and Culture MPI graph, Lakewood is consistent with state averages in many categories, but demonstrates above average market potential for several activities including painting/drawing, photography, adult education, art gallery visitation,

museum visitation, live music performance and live theater. Lakewood residents are strong participants in visiting the city's historic properties and exhibits, notably more than any other arts and culture activity and more often than the Colorado average.



MARKET TRENDS SUMMARY

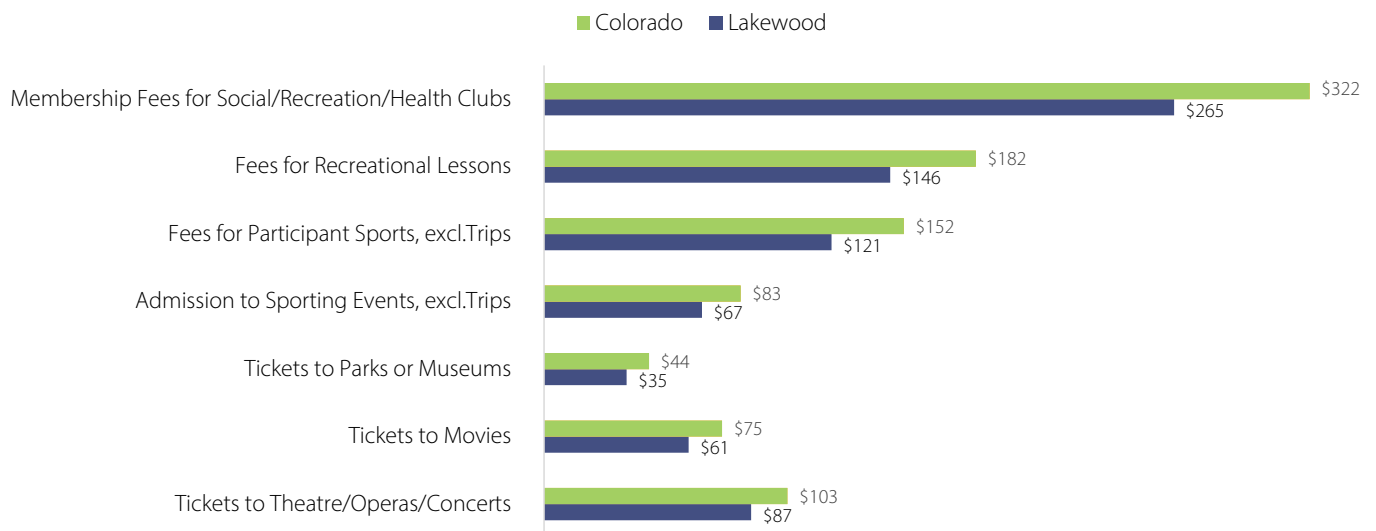
- » Fitness walking remains a very popular activity nationally and locally and will likely continue to grow in popularity in Lakewood.
- » Aquatic activities (fitness swimming, competition swimming and aquatic exercise) have experienced strong participation growth, both locally and nationally.
- » Basketball has the most participation nationally while tennis and soccer have the strongest MPI numbers locally.
- » Softball and football are losing participants both locally and nationally, and local MPI numbers are at or below the national average for each of these activities.
- » Outdoor recreational activities are on the rise nationally and are also popular locally.
- » Based on national measurements, higher income households tend to have higher activity rates.
- » Age is a significant factor to inactivity level. Generation Z (age 6-17) had the lowest inactivity rate while the boomers (age 55+) had the highest inactivity rate.
- » Specific strategies must be developed to address the growing and diversifying older adult (55+) population.
- » Besides income and age factors, non-participants are more likely to join sports or fitness activities if a friend accompanies them.

ANNUAL HOUSEHOLD RECREATION AND ENTERTAINMENT EXPENDITURES

While spending is greatest for membership fees, Lakewood spends less on this and all other categories than the Colorado average.

Data presented in the preceding graphs should be considered with other key findings derived from this planning process to determine an appropriate level of

service for park acreage and amenities for the City of Lakewood. Other key factors that determine level of service include, but are not limited to: demographic projections, resident need as determined by the community engagement process, current level of service (existing park and amenity inventory) and access to existing parks and amenities.





CHAPTER ONE - EXECUTIVE SUMMARY

The Recreational 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 Environmental Systems Research Institute, Inc. (ESRI).

1.1 NATIONAL TRENDS IN RECREATION

1.1.1 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 carried out 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.

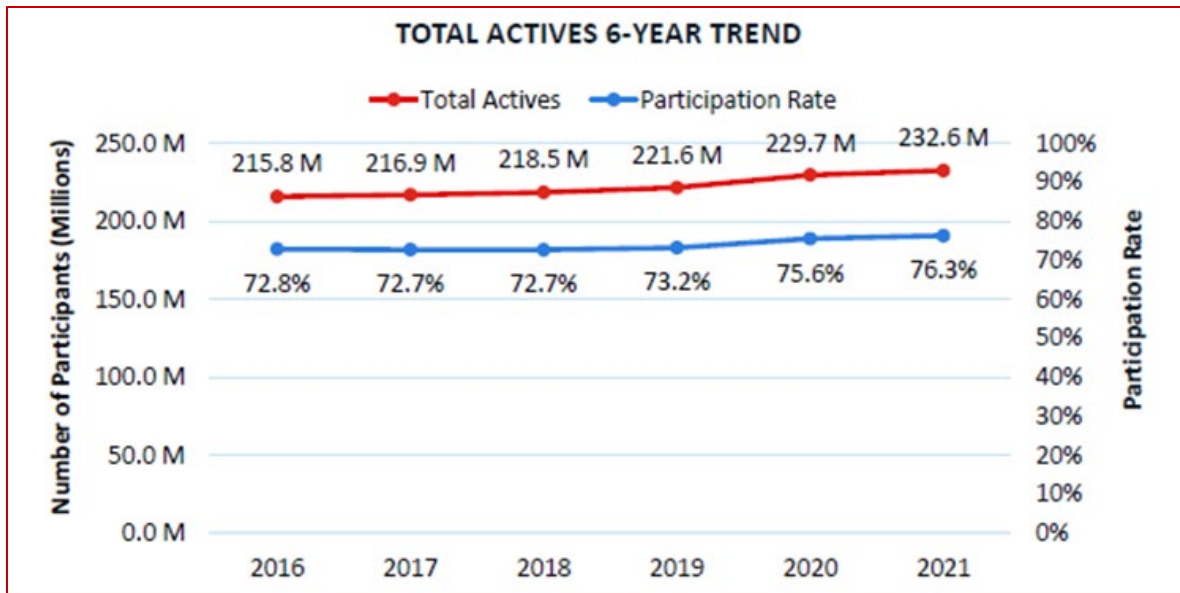
1.1.2 NATIONAL TREND OVERVIEW

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.



1.2 LOCAL TRENDS – MARKET POTENTIAL

ESRI's 2022 Sports and Leisure Market Potential Data measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by City of Lakewood residents. The MPI shows the likelihood that a resident of the City of Lakewood will participate in certain activities when compared to the US National average. The City is compared to the national average in three (3) categories – general sports, fitness, and outdoor recreation.

Overall, Lakewood demonstrates average to above average market potential index numbers. Looking at the three categories (general sports, fitness, and outdoor activity), Lakewood's MPI numbers show that Lakewood has strong participation rates for almost all activities measured by ESRI in the major categories of general sports, fitness, and outdoor recreation.

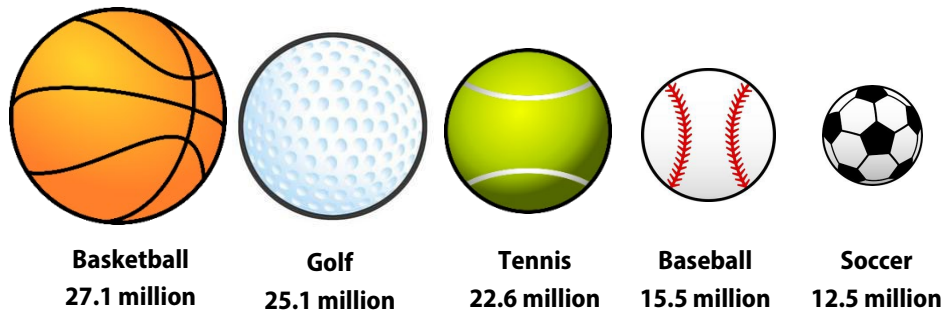


CHAPTER TWO - NATIONAL TRENDS IN GENERAL SPORTS

2.1 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 in excess of 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 relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



2.2 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, Boxing for Fitness (21.4%) and Competition (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%).

2.3 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 decrease. This is likely 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.



2.4 CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). 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.

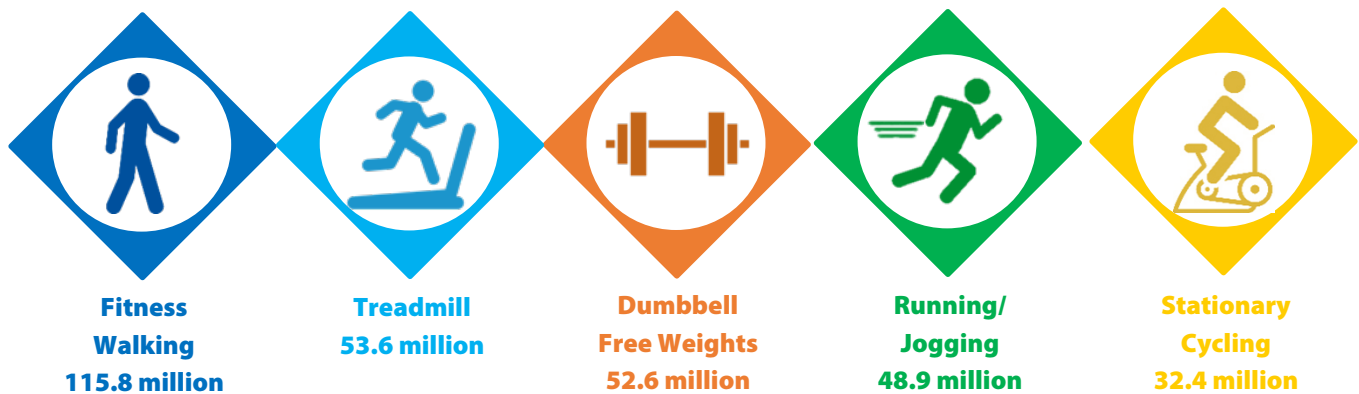
National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Basketball	22,343	27,753	27,135	21.4%	-2.2%
Golf (9 or 18-Hole Course)	23,815	24,804	25,111	5.4%	1.2%
Tennis	18,079	21,642	22,617	25.1%	4.5%
Baseball	14,760	15,731	15,587	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%)	



CHAPTER THREE - NATIONAL TRENDS IN GENERAL FITNESS

3.1 PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 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).



3.2 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 time frame, 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%).

3.3 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 generally 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%).

3.4 CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their casual users' 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.



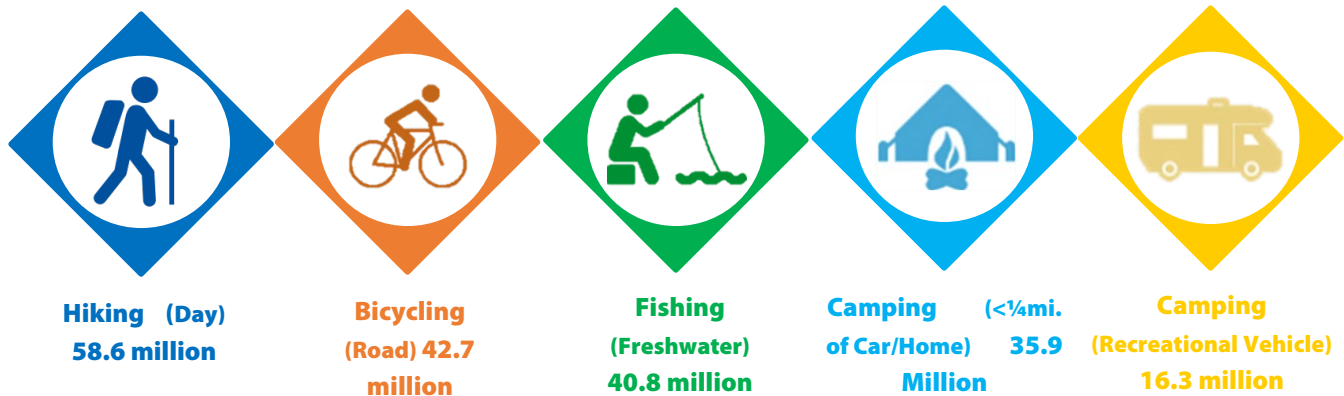
National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Fitness Walking	107,895	114,044	115,814	7.3%	1.6%
Treadmill	51,872	49,832	53,627	3.4%	7.6%
Free Weights (Dumbbells/Hand Weights)	51,513	53,256	52,636	2.2%	-1.2%
Running/Jogging	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 HII)	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%)	



CHAPTER FOUR - NATIONAL TRENDS IN OUTDOOR RECREATION

4.1 PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2021, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (58.6 million), Road Bicycling (42.7 million), Freshwater Fishing (40.8 million), Camping within ¼ mile of Vehicle/Home (35.9 million), and Recreational Vehicle Camping (16.3 million).



4.2 FIVE-YEAR TREND

From 2016-2021, Day Hiking (39.3%), Camping within ¼ mile of Vehicle/Home (36.0%), Skateboarding (35.8%), Birdwatching (27.8%), BMX Bicycling (24.4%), and Fly Fishing (15.5%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-39.1%), Traditional Climbing (-14.9%), In-Line Roller Skating (-8.2%), Archery (-7.1%), and to be the only activities with decreases in participation.

4.3 ONE-YEAR TREND

The one-year trend shows almost all activities declining in participation from the previous year. The growing activities being Indoor Climbing (2.7%), Day Hiking (1.5%), Archery (1.3%), In-Line Roller Skating (1.0%), Boulder Climbing (0.5%), and over the last year, the activities that underwent the biggest decreases in participation were Recreational Vehicle Camping (-8.2%) and Adventure Racing (-7.1%).

4.4 CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

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



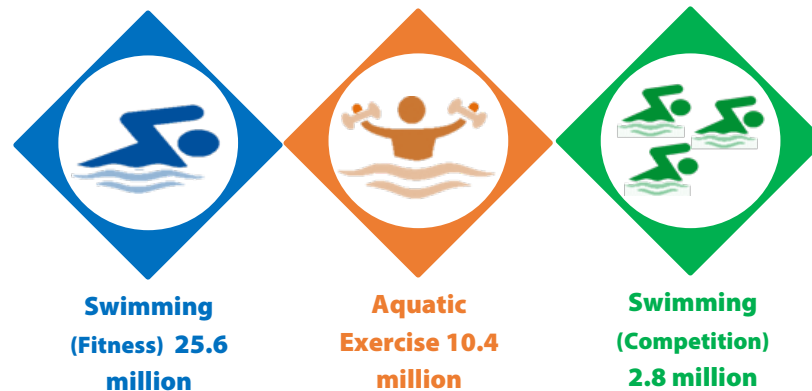
National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Hiking (Day)	42,128	57,808	58,697	39.3%	1.5%
Bicycling (Road)	38,365	44,471	42,775	11.5%	-3.8%
Fishing (Freshwater)	38,121	42,556	40,853	7.2%	-4.0%
Camping (< 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%)	



CHAPTER FIVE - NATIONAL TRENDS IN AQUATICS

5.1 PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely 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.



5.2 FIVE-YEAR TREND

Assessing the five-year trend, no activity has experienced an increase from 2016-2021, most likely 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.

5.3 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%.

5.4 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 time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. Please see **Appendix A** for full Core vs. Casual Participation breakdown.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	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%)	



CHAPTER SIX - NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

6.1 PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2020 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 greatly influence water activity participation.



6.2 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%).

6.3 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%).

6.4 CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

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



National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Kayaking (Recreational)	10,017	13,002	13,351	33.3%	2.7%
Canoeing	10,046	9,595	9,199	-8.4%	-4.1%
Snorkeling	8,717	7,729	7,316	-16.1%	-5.3%
Jet Skiing	5,783	4,900	5,062	-12.5%	3.3%
Sailing	4,095	3,486	3,463	-15.4%	-0.7%
Stand-Up Paddling	3,220	3,675	3,739	16.1%	1.7%
Rafting	3,428	3,474	3,383	-1.3%	-2.6%
Water Skiing	3,700	3,050	3,058	-17.4%	0.3%
Surfing	2,793	3,800	3,463	24.0%	-8.9%
Wakeboarding	2,912	2,754	2,674	-8.2%	-2.9%
Scuba Diving	3,111	2,588	2,476	-20.4%	-4.3%
Kayaking (Sea/Touring)	3,124	2,508	2,587	-17.2%	3.1%
Kayaking (White Water)	2,552	2,605	2,587	1.4%	-0.7%
Boardsailing/Windsurfing	1,737	1,268	1,297	-25.3%	2.3%
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%)



CHAPTER SEVEN - NATIONAL RECREATION TRENDS BY AGE SEGMENT

7.1 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.



7.2 PARTICIPATION BY GENERATION

Boomers (1945 – 1964)

	2019	2020	2021
Fitness Sports	59.8%	59.9%	64.4%
Individual Sports	23.1%	22.3%	22.9%
Outdoor Sports	39.4%	39.5%	41.9%
Racquet Sports	5.5%	6.4%	6.8%
Team Sports	4.3%	4.9%	5.1%
Water Sports	7.4%	7.8%	8.2%
Winter Sports	3.9%	3.5%	3.7%

Gen X (1965~1979)

	2019	2020	2021
Fitness Sports	65.1%	66.0%	64.2%
Individual Sports	29.9%	31.5%	29.6%
Outdoor Sports	50.4%	52.2%	50.4%
Racquet Sports	10.1%	12.2%	11.8%
Team Sports	12.0%	15.5%	15.2%
Water Sports	10.9%	13.0%	12.3%
Winter Sports	8.6%	8.7%	8.2%

Millennials (1980~1999)

	2019	2020	2021
Fitness Sports	68.3%	68.7%	70.0%
Individual Sports	39.8%	41.5%	41.3%
Outdoor Sports	57.5%	59.4%	60.5%
Racquet Sports	17.6%	19.3%	19.3%
Team Sports	27.2%	30.4%	30.6%
Water Sports	15.0%	17.1%	17.2%
Winter Sports	14.9%	14.5%	14.0%

Gen Z (2000+)

	2019	2020	2021
Fitness Sports	53.5%	55.2%	55.8%
Individual Sports	42.0%	44.3%	44.0%
Outdoor Sports	59.1%	60.6%	60.8%
Racquet Sports	18.1%	22.4%	22.6%
Team Sports	56.3%	56.6%	55.8%
Water Sports	12.9%	16.3%	15.8%
Winter Sports	18.9%	19.4%	19.1%

PARTICIPATION BY GENERATION

7.3 RECREATION TRENDS FOR THE SENIOR POPULATION (55+)

Today, Lakewood is more diverse with greater and contrasting needs and desires. The Parks and Recreation Department has evolved to ensure that all members of the community are able to benefit from their vast holdings of open space, recreation facilities and service offerings. One area of growing interest is serving the expanding population of older adults.

The findings, in a research report produced by the National Recreation and Parks Association (NRPA), affirms that parks and recreation is a vital service provider to older adults, and yet there remains significant opportunity to do much more. Some of the key findings in the report indicate that more than nine in 10 park and recreation agencies report that they offer facilities, activities and programming that cater to older adults. These activities vary greatly, including providing older adults with chances to socialize with others, ways to stay healthy and active, and opportunities to serve others in their communities. Following is a list of activities that are among those most often geared to older adults:

- Exercise classes
- Field trips, tours, vacations
- Arts and crafts classes
- Opportunities to volunteer
- Special events and festivals targeted to older adults
- Group walks
- Paid job opportunities to lead exercise classes, work in recreation centers or at parks.

As noted above, the list of activities varies greatly from active to passive and everywhere in-between.



Where Lakewood can make a real, lasting difference is in providing evidence-based chronic disease prevention and/or management programs that keep older adults healthy and active for years to come. The trend to accomplish this is for the Department to offer these types of programs for older adults in Lakewood, including those focused on enhanced fitness, diabetes management, living with arthritis and improving balance.

The wide breadth of service offerings for older adults should reflect the broad population served. This includes Lakewood following a wide definition of “older adults” when designing and marketing offerings — in many cases starting with adults as young as 55 years old.

Furthermore, Lakewood may be unique in ensuring that the needs of underserved older adults are met. The Department can be a critical, lifesaving resource for lower and/or fixed income segments of the older adult population. This can possibly include transportation to and from activities and facilities and low-cost or free fitness programs.

Lakewood could consider developing programming for older adults with key partners. To best serve this population, partnerships can include, but not limited to:

- Area agencies on aging
- Retirement communities
- Senior meals providers
- Hospitals and doctors’ offices
- Local health departments
- Health insurance companies
- Community-based organizations (e.g., faith-based)

Despite these partnerships, Lakewood will have hurdles that must be overcome before providing more services to older adults. The most common challenges are the result of inadequate resources, including facility space shortages, insufficient funding, and inadequate staffing. Presumably, these resource constraints will become even more acute as the older adult population grows and the demand for these services increase.



CHAPTER EIGHT - LOCAL RECREATIONAL TRENDS – MARKET POTENTIAL INDICES

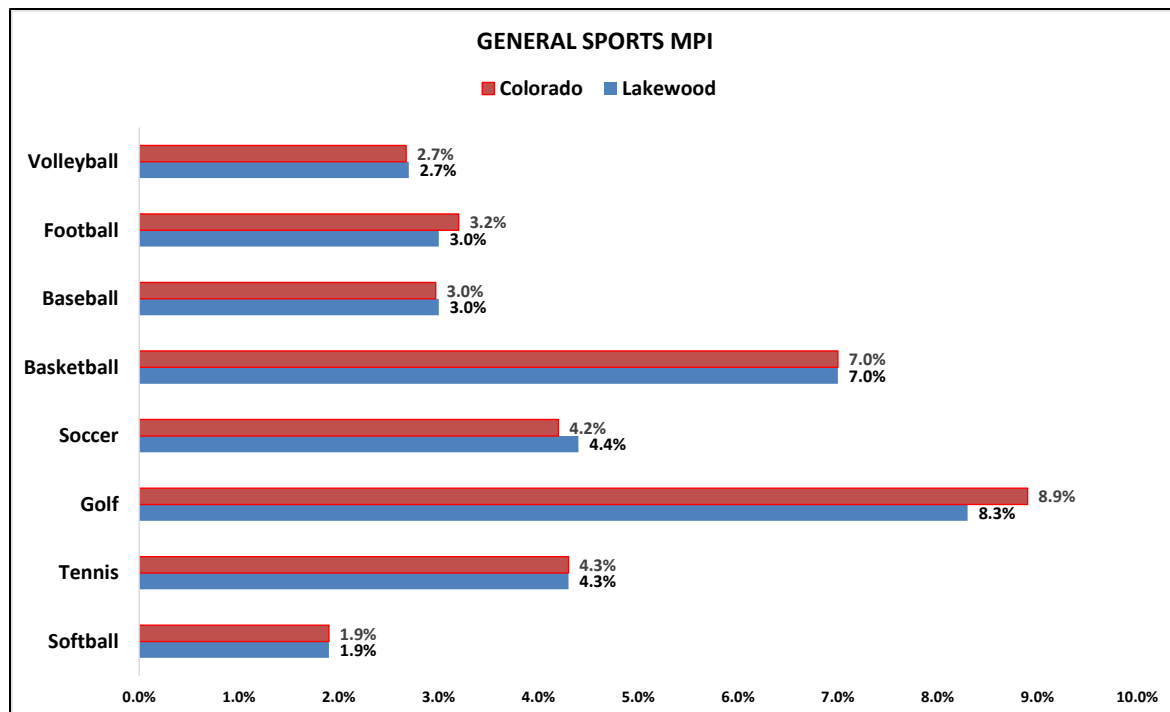
ESRI's 2022 Sports and Leisure Market Potential Data measures the likely demand for recreation activities as well as expected consumer attitudes towards these activities by City of Lakewood residents. The MPI shows the likelihood that a resident of the City of Lakewood will participate in certain activities when compared to the US National average. The City is compared to the Colorado averages in five (5) categories – general sports, fitness, outdoor recreation, and art and culture programs as well as annual recreation and entertainment household expenditures. PLEASE NOTE: The participation by Lakewood residents in these activities is not restricted geographically to the City of Lakewood. For example, a Lakewood resident may participate in an activity offered by the City of Denver.

Overall, Lakewood demonstrates average to above average market potential index numbers. Looking at the three categories (general sports, fitness, outdoor activity, and art and culture), Lakewood's MPI percentages show that Lakewood has strong participation rates when it comes to general sports and fitness activities; outdoor recreation activities and participation in art and culture programs generally align with Colorado averages.

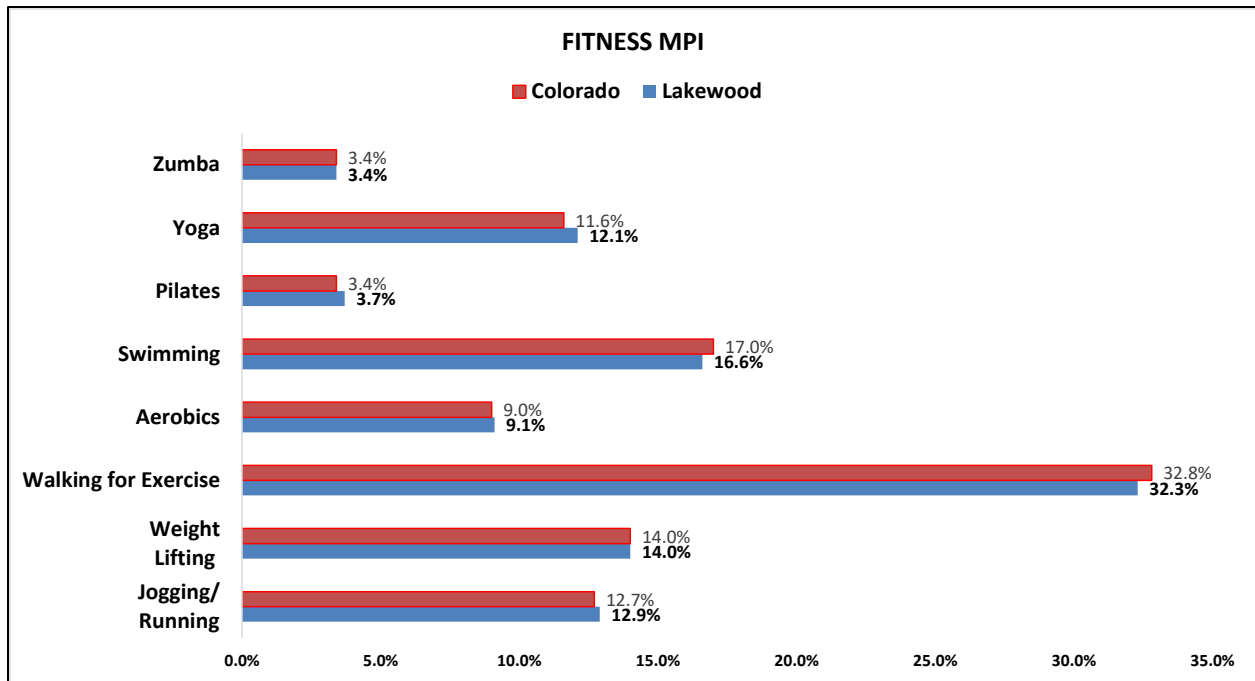
Activities with MPI numbers greater than the Colorado average are significant because they demonstrate that there is a greater potential that Lakewood residents will actively participate in offerings if these activities were provided by the city or surrounding communities. Activities with MPI numbers lower than the Colorado average are also significant because they demonstrate that there is either a lower potential that Lakewood residents will participate in these activities or the opportunity to participate in these activities is not available to them.

This data should be interfaced with other key findings derived during the master planning process to determine an appropriate level of service for park acreage and amenities for the City of Lakewood. Other key factors that determine level of service include, but are not limited to demographic projections, resident need as determined by the community engagement process, current level of service (existing park and amenity inventory), and access to existing parks and amenities. PLEASE NOTE: 1% of Lakewood's population = 1,600 residents.

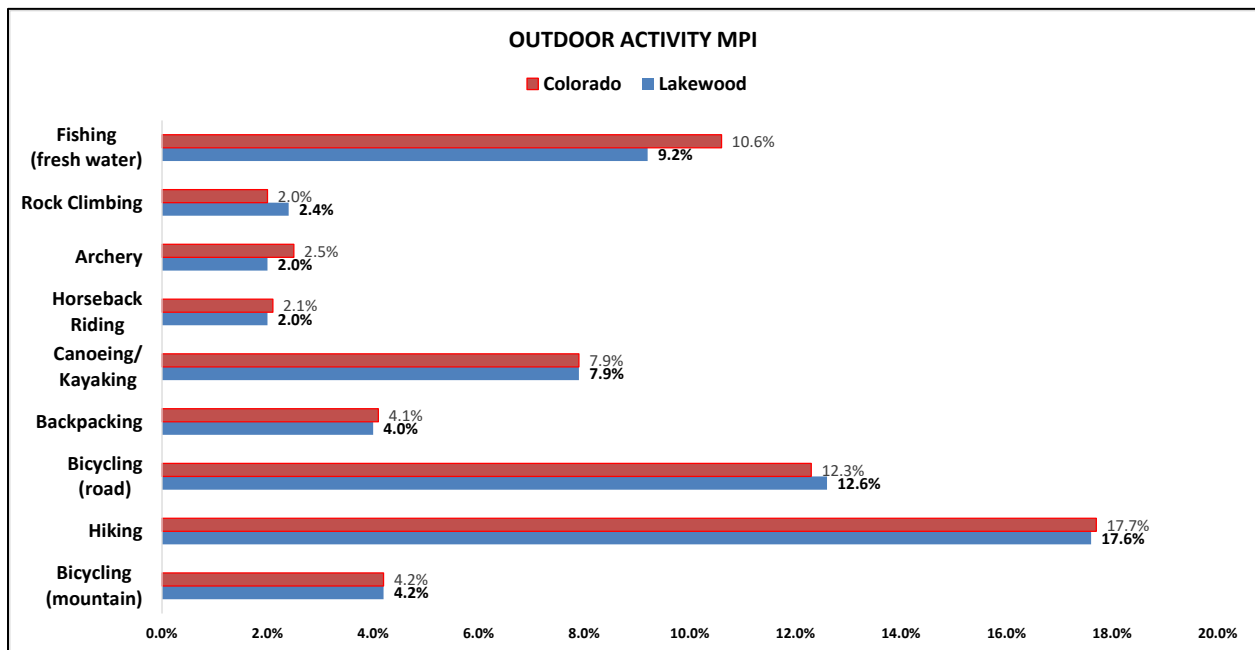
8.1 GENERAL SPORTS MARKET POTENTIAL INDEX



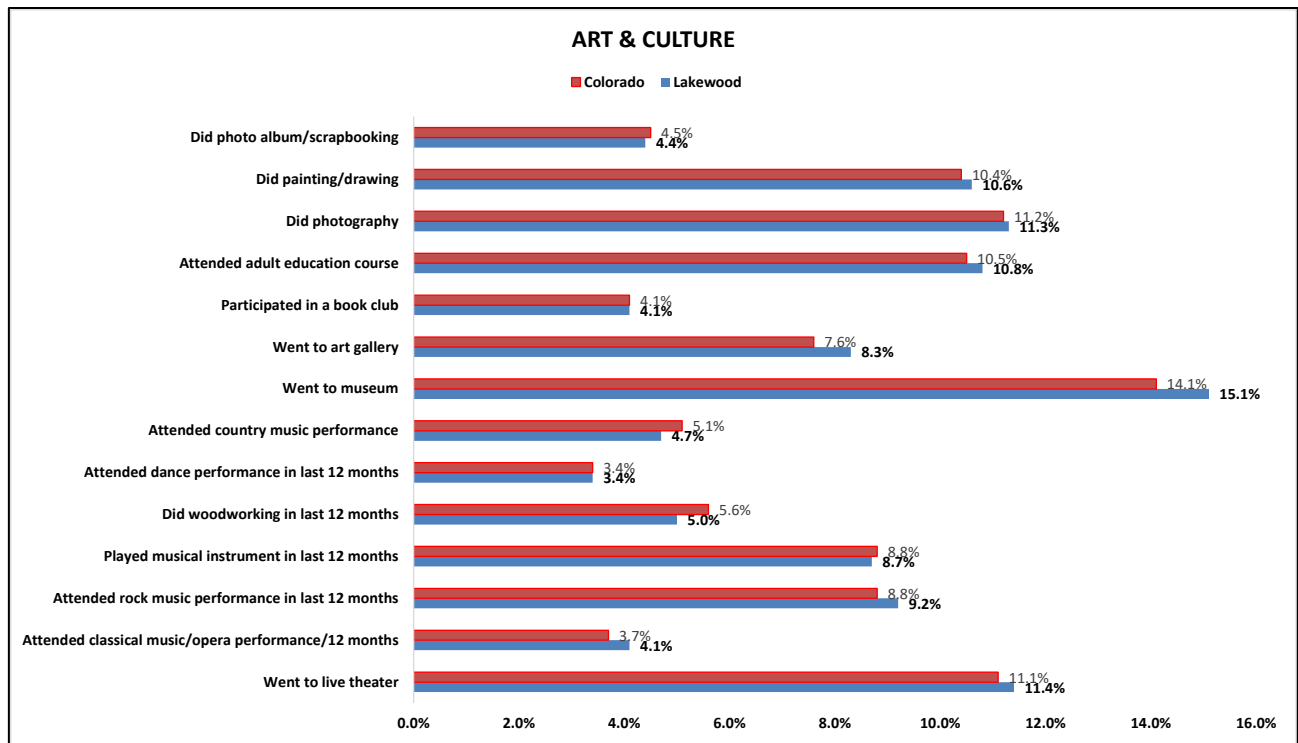
8.2 GENERAL FITNESS MARKET POTENTIAL INDEX



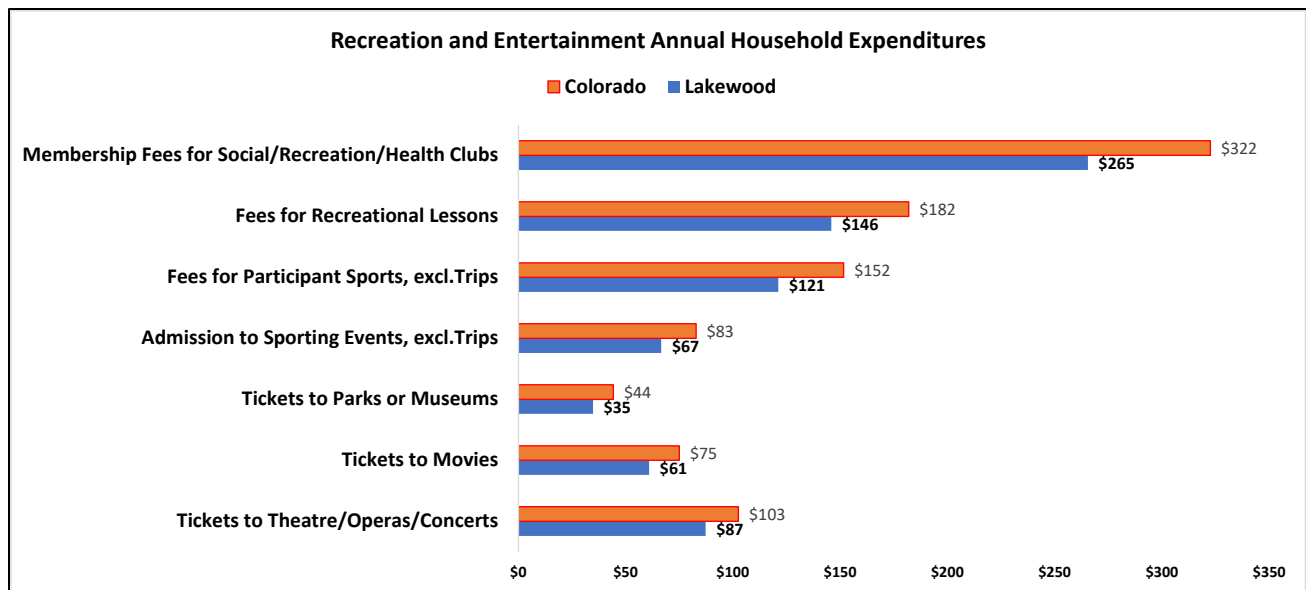
8.3 OUTDOOR ACTIVITY MARKET POTENTIAL INDEX



8.4 ART AND CULTURE MARKET POTENTIAL INDEX



8.5 ANNUAL HOUSEHOLD RECREATION AND ENTERTAINMENT EXPENDITURES



CHAPTER NINE - RECREATION TRENDS SUMMARY

It is critically important for the Lakewood Community Resources Department to understand the local and national participation trends in recreation activities. In doing so, the Department can gain general insight into the lifecycle stage of recreation programs and activities (emerging, stable and declining) and thereby anticipate potential changes in need and demand for the programs and activities that it provides to the residents of Lakewood. Here are some major takeaways for local and national recreation trends:

- Fitness walking remains a very popular activity nationally and locally. This activity will likely continue to grow in popularity in Lakewood.
- All listed aquatic activities have experienced strong participation growth, both locally and nationally.
- Basketball is the most participated in **sport** nationally while tennis and soccer have the strongest MPI numbers locally.
- Softball and football are losing participants both locally and nationally, and local MPI numbers are at or below the national average for each of these activities.
- Outdoor recreational activities are on the rise nationally and are also popular locally.
- Based on national measurements, income level has a positive impact on activity rate. Higher income households tend to have higher activity rates.
- Age is also a significant factor to inactivity level. Generation Z (age 6-17) had the lowest inactivity rate while the boomers (age 55+) had the highest inactivity rate.
- Specific strategies must be developed to address the growing and diversifying senior (55+) population.
- Besides income and age factors, non-participants are more likely to join sports or fitness activities if a friend accompanies them.



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%
Casual (1-12 times)	7,486	34%	11,962	43%	11,019	41%	47.2%	-7.9%
Core(13+ times)	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%
Casual (1-12 times)	5,673	38%	8,089	51%	7,392	47%	30.3%	-8.6%
Core (13+ times)	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%
Casual (1-25 times)	6,342	53%	8,360	67%	7,586	60%	19.6%	-9.3%
Core (26+ times)	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%
Casual (1-12 times)	3,377	44%	2,753	43%	2,729	45%	-19.2%	-0.9%
Core(13+ times)	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%
Casual (1-12 times)	3,249	53%	4,287	61%	4,137	60%	27.3%	-3.5%
Core(13+ times)	2,924	47%	2,714	39%	2,752	40%	-5.9%	1.4%
Core Age 6 to 17 (13+ times)	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%
Casual (1-12 times)	2,852	46%	2,204	41%	2,465	42%	-13.6%	11.8%
Core(13+ times)	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%
Casual (1-12 times)	5,285	72%	4,129	70%	4,251	70%	-19.6%	3.0%
Core(13+ times)	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%
Casual (1-12 times)	3,304	58%	2,990	62%	3,171	65%	-4.0%	6.1%
Core(13+ times)	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%
Casual (1-12 times)	2,347	46%	3,377	62%	3,054	56%	30.1%	-9.6%
Core(13+ times)	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%
Casual (1-25 times)	2,242	41%	2,390	47%	2,642	51%	17.8%	10.5%
Core(26+ times)	3,240	59%	2,665	53%	2,586	49%	-20.2%	-3.0%
Core Age 6 to 17 (26+ times)	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%
Casual (1-49 times)	3,580	67%	2,438	63%	2,787	65%	-22.2%	14.3%
Core(50+ times)	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%
Casual (1-12 times)	3,989	73%	3,105	72%	2,918	70%	-26.8%	-6.0%
Core(13+ times)	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%
Casual (1-25 times)	1,961	48%	1,589	44%	1,712	48%	-12.7%	7.7%
Core(26+ times)	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%)	



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%)	



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%
Casual (1-49 times)	34,535	32%	34,742	30%	39,036	34%	13.0%	12.4%
Core(50+ times)	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%
Casual (1-49 times)	23,490	45%	19,549	39%	25,353	47%	7.9%	29.7%
Core(50+ times)	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%
Casual (1-49 times)	18,245	35%	20,070	38%	21,560	41%	18.2%	7.4%
Core(50+ times)	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%
Casual (1-49 times)	21,764	46%	24,438	48%	23,441	48%	7.7%	-4.1%
Core(50+ times)	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%
Casual (1-49 times)	18,240	51%	13,249	42%	15,124	47%	-17.1%	14.2%
Core(50+ times)	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%
Casual (1-49 times)	14,346	40%	10,940	36%	11,954	39%	-16.7%	9.3%
Core(50+ times)	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%
Casual (1-49 times)	15,687	49%	14,403	52%	14,156	51%	-9.8%	-1.7%
Core(50+ times)	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%
Casual (1-49 times)	15,486	59%	19,953	61%	20,110	59%	29.9%	0.8%
Core(50+ times)	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%
Casual (1-49 times)	10,344	39%	13,428	47%	12,649	45%	22.3%	-5.8%
Core(50+ times)	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%
Casual (1-49 times)	14,158	65%	16,652	66%	16,622	67%	17.4%	-0.2%
Core(50+ times)	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%
Casual (1-49 times)	9,763	39%	9,581	42%	9,915	44%	1.6%	3.5%
Core(50+ times)	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%
Casual (1-49 times)	7,135	67%	8,331	76%	8,347	80%	17.0%	0.2%
Core(50+ times)	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%
Casual (1-49 times)	9,332	62%	6,339	56%	7,332	62%	-21.4%	15.7%
Core(50+ times)	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%
Casual (1-49 times)	6,430	50%	3,476	38%	4,179	43%	-35.0%	20.2%
Core(50+ times)	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%)	



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%)	



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%
Casual (1-25 times)	19,244	50%	23,720	53%	22,280	52%	15.8%	-6.1%
Core(26+ times)	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%
Casual (1-7 times)	20,308	53%	24,309	57%	22,451	55%	10.6%	-7.6%
Core(8+ times)	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%
Casual (1-7 times)	8,719	55%	11,281	63%	9,688	59%	11.1%	-14.1%
Core(8+ times)	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%
Casual (1-7 times)	7,198	59%	9,109	63%	8,543	62%	18.7%	-6.2%
Core(8+ times)	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%
Casual (1-12 times)	4,273	50%	4,803	53%	4,517	52%	5.7%	-6.0%
Core(13+ times)	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%
Casual (1-25 times)	6,650	84%	6,102	84%	6,054	82%	-9.0%	-0.8%
Core(26+ times)	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%
Casual (1-7 times)	4,183	65%	5,020	65%	4,762	64%	13.8%	-5.1%
Core(8+ times)	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%
Casual (1-25 times)	3,955	61%	6,315	71%	6,181	71%	56.3%	-2.1%
Core(26+ times)	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%
Casual (1-12 times)	3,861	72%	3,466	71%	3,525	71%	-8.7%	1.7%
Core(13+ times)	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%
Casual (1-12 times)	1,760	57%	2,532	65%	2,466	64%	40.1%	-2.6%
Core(13+ times)	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%
Casual (1 times)	1,081	36%	328	17%	312	17%	-71.1%	-4.9%
Core(2+ times)	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%)	



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%
Casual (1-49 times)	17,781	67%	17,987	70%	17,598	69%	-1.0%	-2.2%
Core(50+ times)	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%
Casual (1-49 times)	7,135	67%	8,331	76%	8,347	80%	17.0%	0.2%
Core(50+ times)	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%
Casual (1-49 times)	1,881	56%	1,524	58%	1,708	60%	-9.2%	12.1%
Core(50+ times)	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%)	Mostly Casual Participants (greater than 75%)



Water Sports/Activities

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	10,017	100%	13,002	100%	13,351	100%	33.3%	2.7%
Canoeing	10,046	100%	9,595	100%	9,199	100%	-8.4%	-4.1%
Snorkeling	8,717	100%	7,729	100%	7,316	100%	-16.1%	-5.3%
Casual (1-7 times)	6,945	80%	6,374	82%	5,989	82%	-13.8%	-6.0%
Core(8+ times)	1,773	20%	1,355	18%	1,326	18%	-25.2%	-2.1%
Jet Skiing	5,783	100%	4,900	100%	5,062	100%	-12.5%	3.3%
Casual (1-7 times)	4,143	72%	3,783	77%	3,780	75%	-8.8%	-0.1%
Core(8+ times)	1,640	28%	1,116	23%	1,281	25%	-21.9%	14.8%
Sailing	4,095	100%	3,486	100%	3,463	100%	-15.4%	-0.7%
Casual (1-7 times)	2,833	69%	2,395	69%	2,418	70%	-14.6%	1.0%
Core(8+ times)	1,262	31%	1,091	31%	1,045	30%	-17.2%	-4.2%
Stand-Up Paddling	3,220	100%	3,675	100%	3,739	100%	16.1%	1.7%
Rafting	3,428	100%	3,474	100%	3,383	100%	-1.3%	-2.6%
Water Skiing	3,700	100%	3,050	100%	3,058	100%	-17.4%	0.3%
Casual (1-7 times)	2,667	72%	2,189	72%	2,209	72%	-17.2%	0.9%
Core(8+ times)	1,033	28%	861	28%	849	28%	-17.8%	-1.4%
Surfing	2,793	100%	3,800	100%	3,463	100%	24.0%	-8.9%
Casual (1-7 times)	1,768	63%	2,507	66%	2,158	62%	22.1%	-13.9%
Core(8+ times)	1,024	37%	1,293	34%	1,305	38%	27.4%	0.9%
Wakeboarding	2,912	100%	2,754	100%	2,674	100%	-8.2%	-2.9%
Casual (1-7 times)	2,017	69%	2,007	73%	1,902	71%	-5.7%	-5.2%
Core(8+ times)	895	31%	747	27%	772	29%	-13.7%	3.3%
Scuba Diving	3,111	100%	2,588	100%	2,476	100%	-20.4%	-4.3%
Casual (1-7 times)	2,292	74%	1,880	73%	1,795	72%	-21.7%	-4.5%
Core(8+ times)	819	26%	708	27%	680	27%	-17.0%	-4.0%
Kayaking (Sea/Touring)	3,124	100%	2,508	100%	2,587	100%	-17.2%	3.1%
Kayaking (White Water)	2,552	100%	2,605	100%	2,587	100%	1.4%	-0.7%
Boardsailing/Windsurfing	1,737	100%	1,268	100%	1,297	100%	-25.3%	2.3%
Casual (1-7 times)	1,449	83%	1,015	80%	1,002	77%	-30.8%	-1.3%
Core(8+ times)	288	17%	253	20%	295	23%	2.4%	16.6%
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%)	

