



# CITY OF ROME PARKS, OPEN SPACE, AND RECREATION MASTER PLAN

## APPENDIX D: DEMOGRAPHICS ANALYSIS

ROME  
*the copper city*



# Demographics and Trends Analysis

## Introduction

A key component of this Parks and Recreation Master Plan is a Demographics and Recreation Trends Analysis. The purpose of this analysis is to provide Rome's Parks and Recreation Department ("Department") insight into the makeup of the population they serve and to identify market trends in recreation. The report also helps to quantify the market in and around the City of Rome, New York ("City") and assists in providing a better understanding of the types of parks, facilities, and services used to service the needs of residents.

### Demographic Analysis

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

The Demographic Analysis describes the population in Rome and is reflective of the City's total population and its key characteristics such as age, race, 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 projected figures. An in-depth analysis of each of these demographic characteristics can be found in **the sections below**.



### Demographic Analysis: 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. The data was acquired in the spring of 2025 and reflects actual numbers as reported in the 2020 Census. ESRI then estimates the current population (2024) as well as a 5-year projection (2029). PROS then utilized straight line linear regression to forecast demographic characteristics for 10 and 15-year projections (2034 and 2039). ***Please note: Some data has yet to be released from the 2020 Census, resulting in certain analyses utilizing 2010 Census data instead (e.g., age segmentation).***

### 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 below. The Census 2020 data on race are not directly comparable with data from the 2010 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 2020) definitions and nomenclature are used within this analysis.

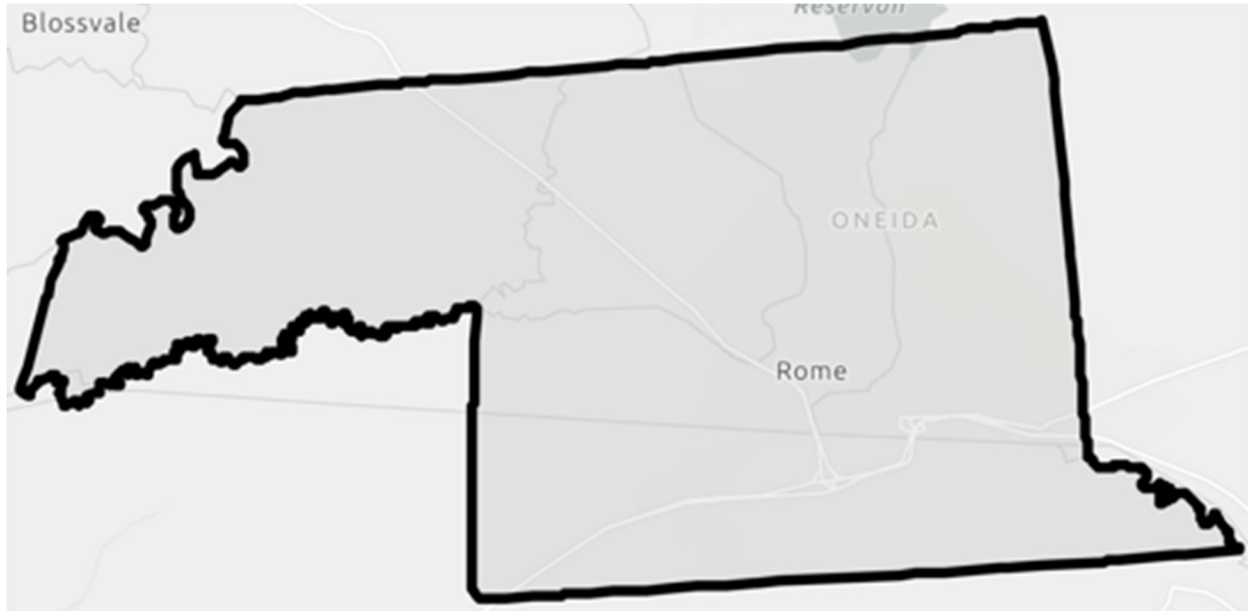
- **American Indian or Alaska Native:** A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black or African American:** A person having origins in any of the black racial groups of Africa.
- **Hispanic or Latino:** A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- **Native Hawaiian or Other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White:** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

**Please note:** The Census Bureau states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups. They define 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. 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.**



### Demographic Analysis Boundary

The City of Rome boundaries shown below were utilized for the demographic analysis.

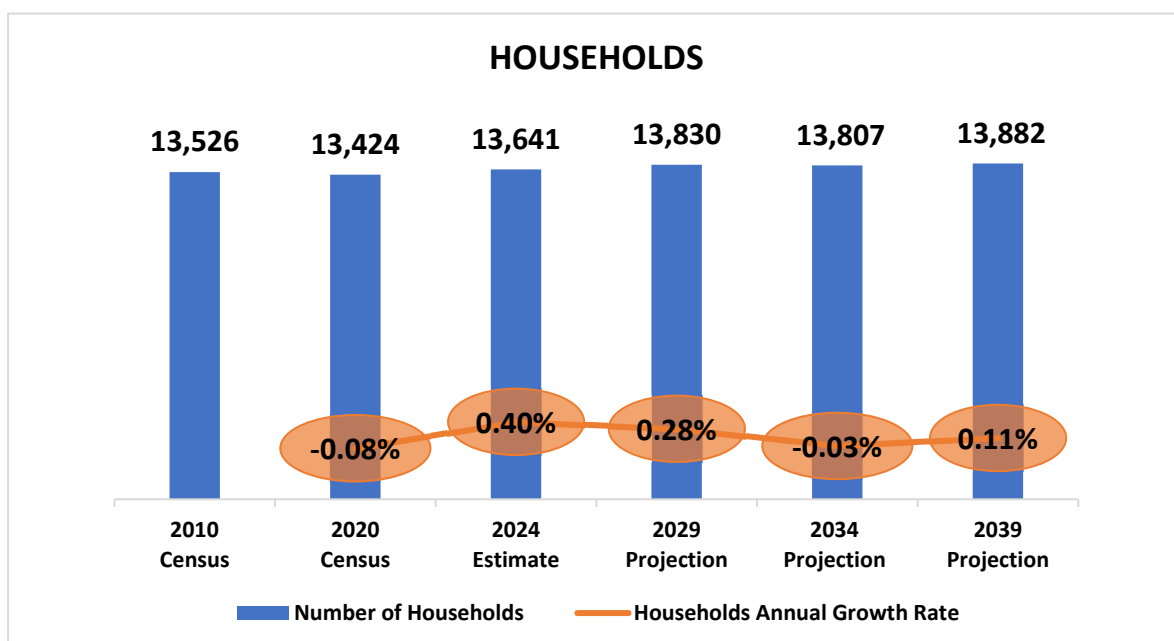
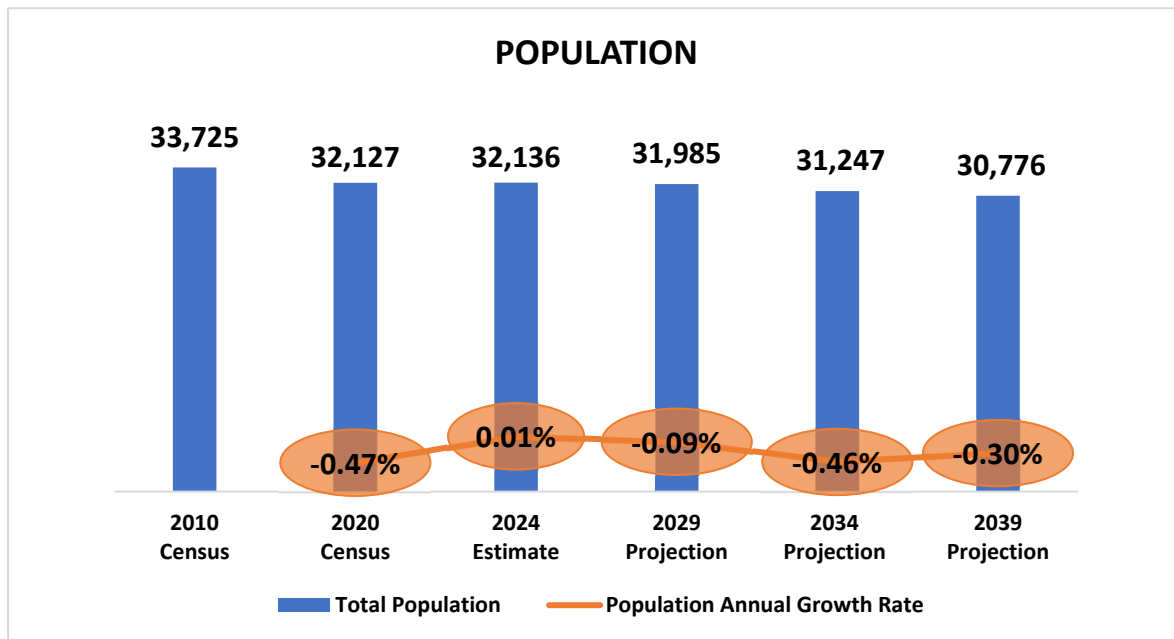




## City Populace Demographics

### Population

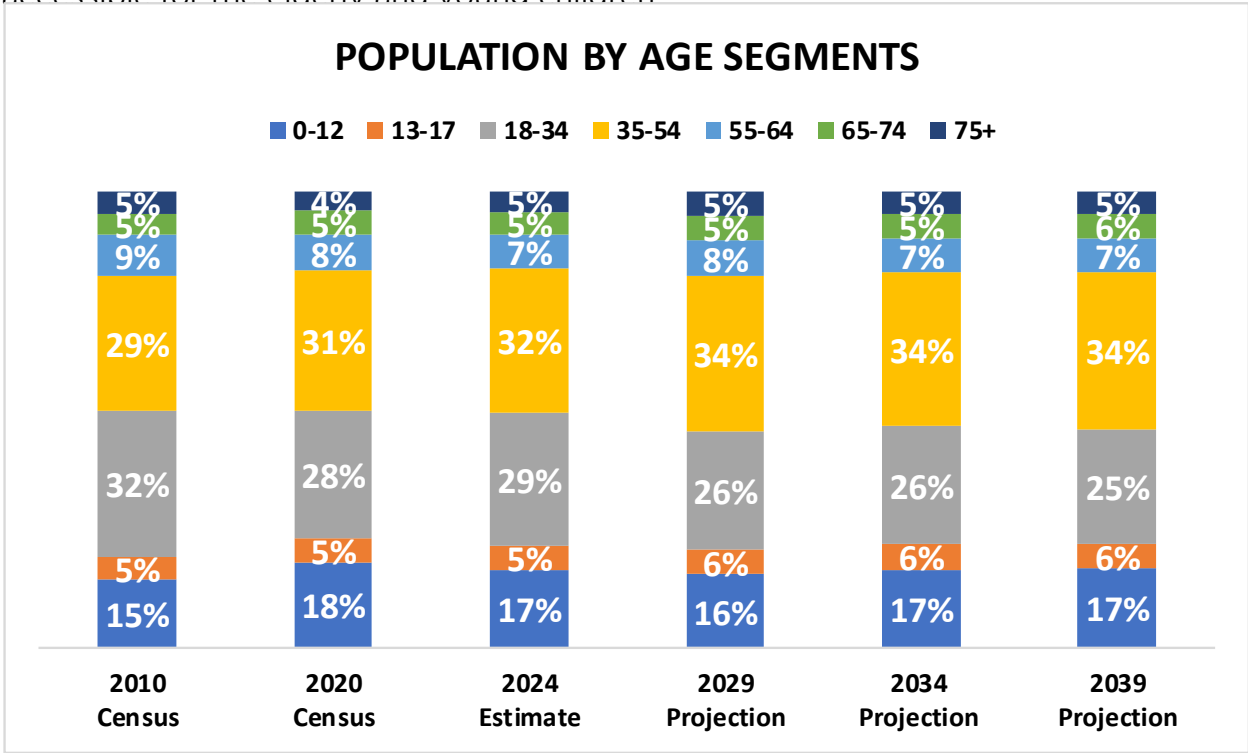
Rome has a relatively level population that is slowly declining over time. The population has declined from 33,725 in 2010 to an estimated **32,136 in 2024** – only 9 persons higher than the recorded population of 32,127 in 2020. Rome's population is expected to continue to gradually decline in the following 15 years, where it is projected to fall to **30,776 residents by 2039**. The total number of households, however, is projected to begin a modest climb from 13,526 in 2010 to an estimated **13,882 in 2024**. This projected overall rise in households from 2010 through 2039 includes multiple incremental dips from 2010 to 2020 and from 2029 to 2034.



Age Segmentation

The largest age segments of Rome’s current population are **35-54** (32%), **18-34** (29%), and **0-12** (17%), comprising a relatively well-distributed City population. Within the community, there is an aging trend with people between the ages of 18-34, decreasing from making up 32% of the population in 2010 to **25% of the population by 2039**; however, the 0-12 age range has begun to compensate with a 2% overall growth increase from 2010 to 2039.

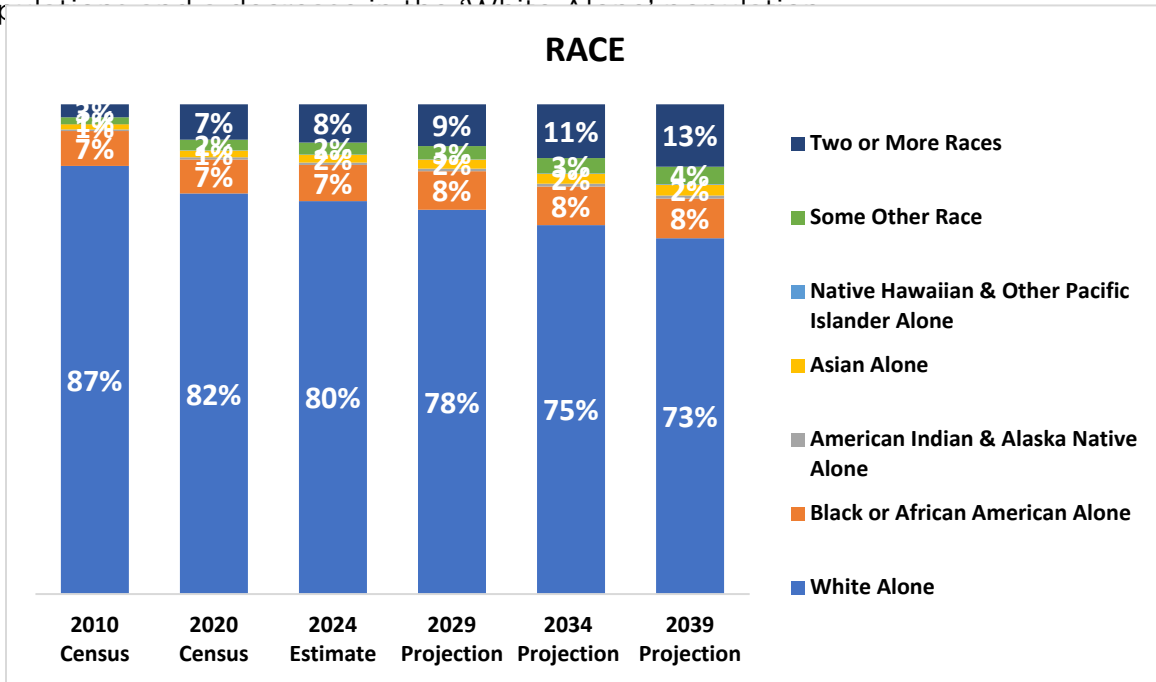
The median age has risen slightly from 40.2 in 2010 to **40.6 in 2024** and is projected to continue growing to **41.7 by 2029**. As a result of demographic shift, the recreation amenities updated and developed for Rome should likely be designed to be appealing for an increasing middle-aged demographic, while also remaining accessible for the elderly and young children





## Race

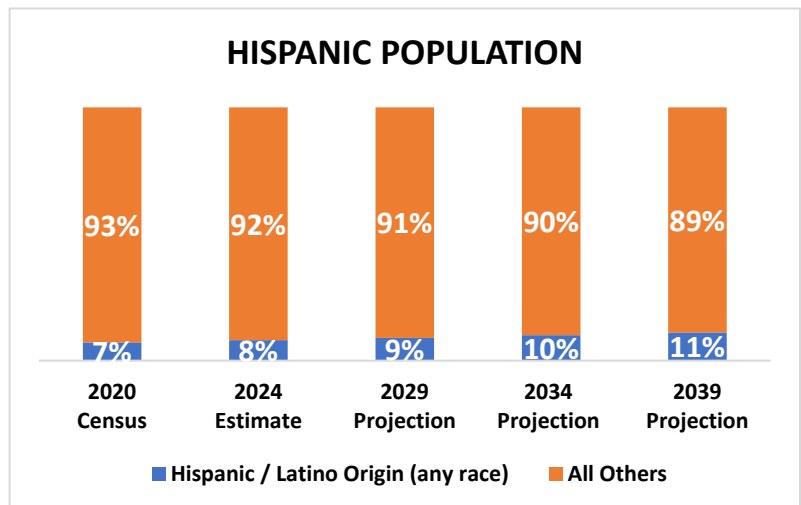
Analyzing race, Rome's current population makeup is **majority 'White Alone'**, with the 2024 estimate showing 80% of the population falling into the 'White Alone' category. This category is significantly higher than that of the second and third largest categories, **'Two or More Races'** (8%) and **'Black or African American Alone'** (7%). Predictions for 2029 and beyond expect the population to begin to diversify, with an increase in the 'Two or More Races' and 'Black or African American Alone' populations.



## Ethnicity

Rome's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latino in ethnicity can also identify with any racial categories identified above.

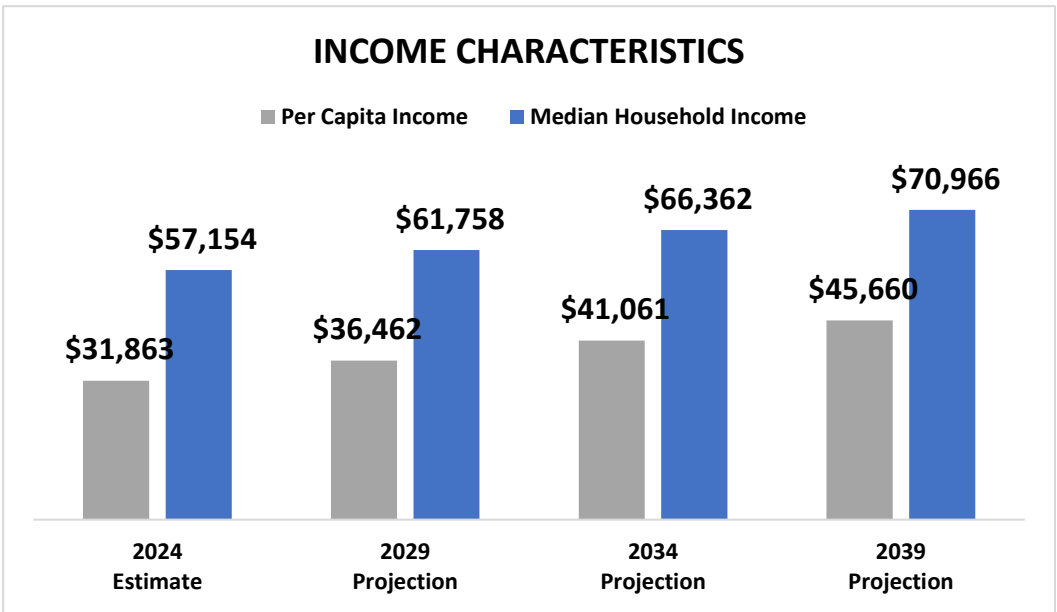
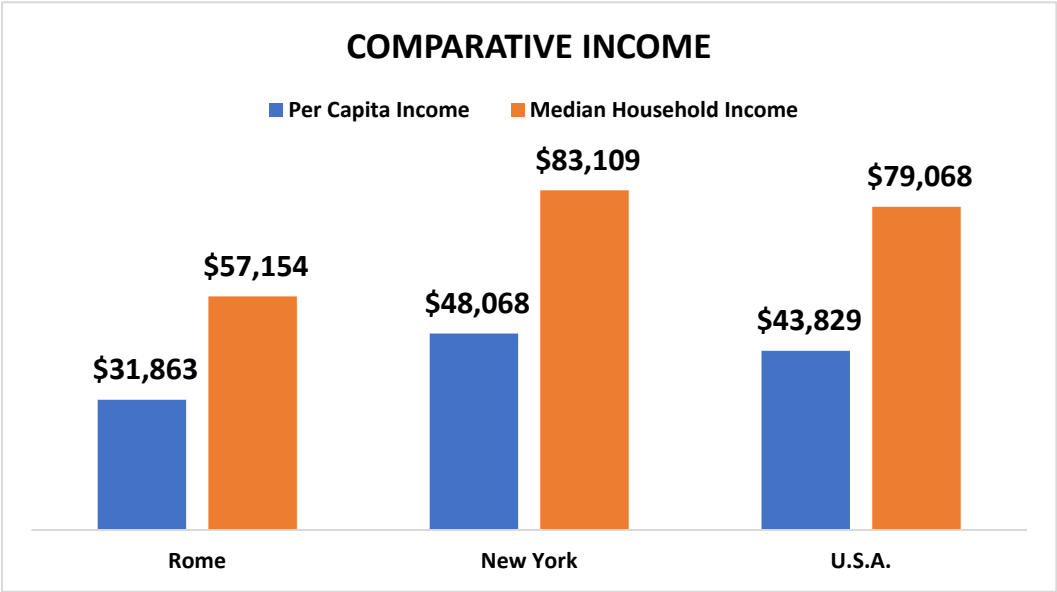
Based on the 2024 estimate, people of Hispanic/Latino origin represent **8% of Rome population**, which is below the national average (19.6% Hispanic/Latino) and below the state of New York's average (20.1% Hispanic/Latino). The City's Hispanic/Latino population is projected to see an increase over the next 15 years and is expected to reach 11% by 2039.



Income Characteristics

When analyzing income, per capita income is earned by an individual while median household income includes the total income of everyone over the age of sixteen living within the same household.

Rome’s **per capita income** (\$31,863) is below the state of New York’s average (\$48,068) and the national average (\$43,829). Rome’s **median household income** (\$57,154) is also low compared to the New York average (\$83,109) and is well below the national average (\$79,068). Rome projects to increase in both median household and per capita income, where the averages are expected to increase to income characteristics of **\$61,758 and \$36,462 respectively by 2029**. These marginal income projections should be taken into consideration when the Department is pricing programs, calculating cost recovery goals, or planning out potential recreation amenities.





## Demographic Implications

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for Rome, New York:

- Rome's stagnant-to-declining population trends present challenges for parks and recreation services. The implications of a decline in population range from **reduced revenue to underutilized programs and facilities and increased maintenance costs per capita**. Rome should strategically adapt by rightsizing its services and facilities and aligning them with actual demand.
- **Adding more recreational activities for the active adult population**, such as exercise classes or recreational leagues, may prove to be beneficial in keeping an aging population engaged and active. In addition to active adults, the increasingly high percentage of children under the age of 13 in Rome's population may also give the Department a better idea of what offerings may serve the community best, including additional youth and family programming.
- Rome's relatively low household and per capita income characteristics suggest **low potential for disposable income at the individual and family level**. The Department should be mindful of this when pricing out programs and events and considering amenities, while also staying aware of the projected upward income trend that they can expect over the next decade.
- Although Rome's total population is projected to decrease from 2024 to 2039, the **number of households is expected to increase** from 13,641 to 13,882 across the same period of time. This, paired with the expected decrease in population of the 18-34 age category, suggests that households in Rome are becoming both smaller and older. This trend should be top of mind as the Department aims to create programs that are tailored to their community.
- Finally, Rome should ensure its projected **diversifying population in years to come is reflected in its offerings, marketing/communications, and public outreach**. With slightly increasing diversity in both race and age, Rome should remain prepared to update its offerings over time.

### Recreation Trends Analysis

The Trends Analysis offers insights into national, regional, and local recreational trends, as well as recreational interests across different age segments. The data for this analysis was sourced from the Sports & Fitness Industry Association (SFIA), the National Recreation and Park Association (NRPA), and ESRI. All trend data is derived from current or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

### National Trends in Recreation

#### Methodology

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2025* was utilized in evaluating the following trends:

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

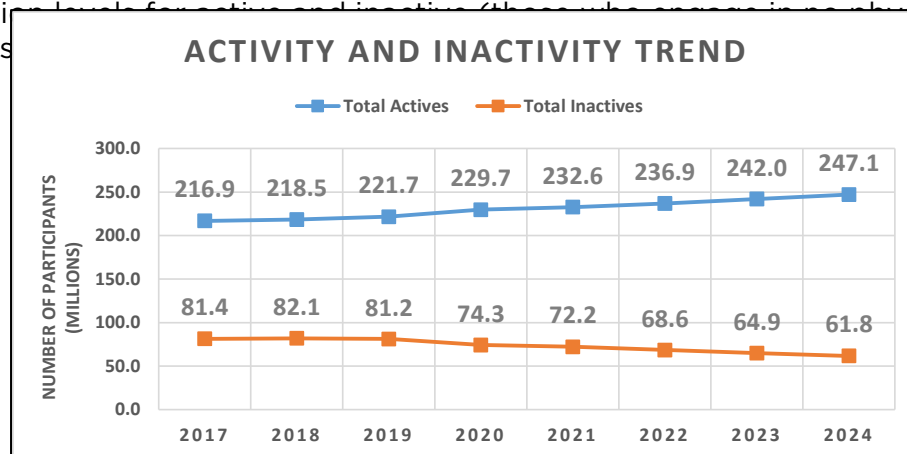


The study is based on findings from surveys conducted in 2024 by the Sports Marketing Surveys USA (SMS), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. 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 308,888,845 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 124 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

## Overall Participation

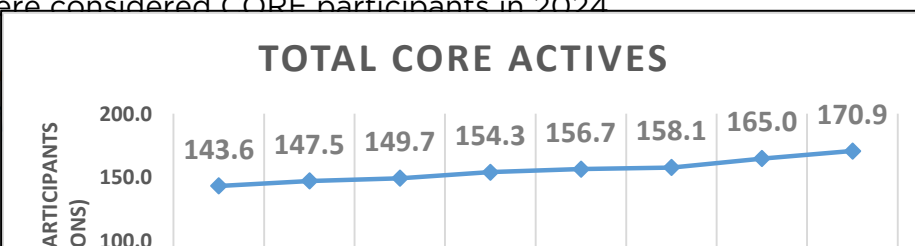
Approximately 247 million people ages six and over reported being active in 2024, which is a 2.1% increase from 2023 and the greatest number of active Americans since SFIA started reporting. This continues to be an indicator that Americans are continuing to make physical activity a priority in their lives. SFIA reported an increase in participation rates across all tracked categories from 2023 to 2024. Racquet sports exhibited the highest growth with a 9.4% increase over one year, followed by team sports, which grew by 8.1% during the same period. The chart below depicts participation levels for active and inactive (those who engage in no physical activity) Americans



## Core vs. Casual Participation

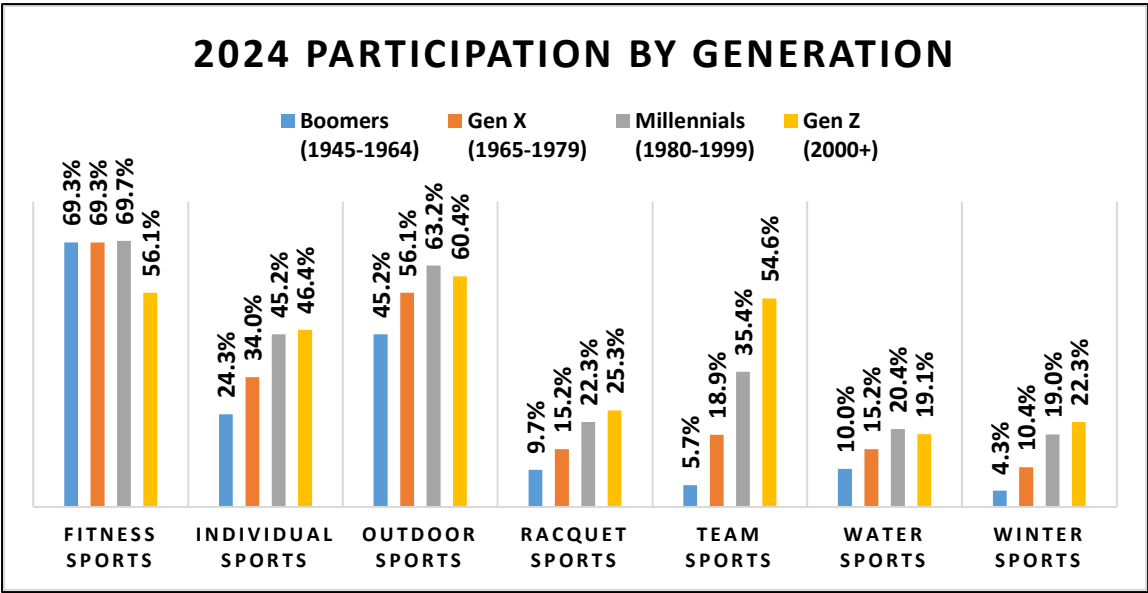
In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation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

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. Increasing for the seventh straight year, 170.9 million people were considered CORE participants in 2024.



Participation by Generation

The chart below provides an overview of the 2024 participation rates across different generations. Fitness sports remain the preferred method of exercise for Boomers, Gen X, Millennials, and Gen Z. More than half of Gen X, Millennials, and Gen Z engaged in at least one type of outdoor activity. Team sports were predominantly popular among Gen Z, while nearly a third of Gen X participated in individual sports such as golf, trail running, triathlons, and bowling.



Highlights

Pickleball continues to be the fastest growing sport in America by reaching 19.8 million participants in 2024 which is a 473% growth since 2019. The growth of pickleball participants (19.8 million) has surpassed the size of outdoor soccer participants (14.4 million) and baseball participants (17.2 million). Following the popularity of pickleball, every racquet sport except badminton and cardio tennis has also increased in total participation in 2024.

Team sports continued to grow, with 20 out of 24 seeing higher participation from 2023 to 2024. Wrestling had the biggest rise at 8.6%.



The sports featured in the 2024 Paris Olympics, such as basketball, gymnastics, swimming, track and field, skateboarding, volleyball, and wrestling, have seen substantial increases in participation. This trend highlights the impact and widespread appeal of the Olympic Games.

Class-based activities have reported their highest levels of engagement since the pandemic, with nearly all such activities demonstrating significant increases in participation. Notable growth was observed in aquatic exercise, boot camp-style training, cardio kickboxing, cross-training style workouts, barre, Pilates, tai chi, and yoga.

## National Trends in General Sports

### Participation Levels

The most participated sports in the United States are basketball (31.9 million), golf (28.0 million), and tennis (25.7 million). Pickleball (19.8 million) and playing golf at an entertainment venue (19.1 million) complete the top five.

The popularity of basketball, golf, and tennis can be attributed to their ability to be played with a small number of participants. This, combined with the possibility of being played outdoors or with proper distancing, explains their increased popularity during the COVID-19 pandemic. Basketball's overall success is also due to the minimal equipment required and the limited space needed for participation, making it the only traditional sport that can be played as a driveway pickup game at most American residences. Golf benefits from its appeal across a wide age segment and is considered a lifelong sport. Additionally, there has been a significant increase (93%) in target-type game venues or golf entertainment venues over the past five years, with golf entertainment options (e.g., Top Golf) providing a new alternative to rejuvenate interest in the game.

**BASKETBALL**

31.9 MILLION

**GOLF**

28.0 MILLION

**TENNIS**

25.7 MILLION

**PICKLEBALL**

19.8 MILLION

**GOLF VENUE**

19.1 MILLION

### Five-Year Trend

Since 2019, pickleball (472.5%), golf - entertainment venues (93.3%), and tennis (45.6%) have increased in participation. Additionally, basketball (28.2%), outdoor soccer (21.5%) and tackle football (18.6%) have grown in participation. According to the five-year trend from 2019-2024, the sports that are declining in participation include roller hockey (-28.6%), rugby (-20.8%), and ultimate frisbee (-10.6%).

### One-Year Trend

In the past year, sports such as pickleball (45.8%), wrestling (8.6%), and tennis (8.0%) have experienced significant increases in participation. Other notable one-year increases include tackle football (7.8%), flag football (7.7%), and fast-pitch softball (7.6%).

Sports such as slow-pitch softball (5.6%) and sand/beach volleyball (3.9%) have seen moderate increases over the past year but have experienced decreases over a five-year period. This trend may be associated with the recovery from the COVID-19 pandemic and the resurgence of team program participation. Meanwhile, sports like



roller hockey, rugby, ultimate frisbee, and lacrosse have continued to face declines in participation both over the past year and across five years.

### Core vs. Casual Trends in General Sports

General sport activities, basketball, court volleyball, 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). Since the pandemic, core participants are slowly reaching their pre-pandemic levels. *Please see **Appendix A** for the full Core vs. Casual Participation breakdown.*

| National Participatory Trends - General Sports                                 |                                      |                                  |                                   |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                 |                                  |                                   | % Change                           |              |
|                                                                                | 2019                                 | 2023                             | 2024                              | 5-Year Trend                       | 1-Year Trend |
| Basketball                                                                     | 24,917                               | 29,725                           | 31,947                            | 28.2%                              | 7.5%         |
| Golf (9 or 18-Hole Course)                                                     | 24,271                               | 26,565                           | 28,097                            | 15.8%                              | 5.8%         |
| Tennis                                                                         | 17,684                               | 23,835                           | 25,742                            | 45.6%                              | 8.0%         |
| Pickleball                                                                     | 3,460                                | 13,582                           | 19,807                            | 472.5%                             | 45.8%        |
| Golf (Entertainment Venue)                                                     | 9,905                                | 18,464                           | 19,144                            | 93.3%                              | 3.7%         |
| Baseball                                                                       | 15,804                               | 16,655                           | 17,282                            | 9.4%                               | 3.8%         |
| Soccer (Outdoor)                                                               | 11,913                               | 14,074                           | 14,473                            | 21.5%                              | 2.8%         |
| Football (Flag)                                                                | 6,783                                | 7,266                            | 7,825                             | 15.4%                              | 7.7%         |
| Volleyball (Court)                                                             | 6,487                                | 6,905                            | 7,365                             | 13.5%                              | 6.7%         |
| Softball (Slow Pitch)                                                          | 7,071                                | 6,356                            | 6,714                             | -5.0%                              | 5.6%         |
| Badminton                                                                      | 6,095                                | 6,513                            | 6,247                             | 2.5%                               | -4.1%        |
| Football (Tackle)                                                              | 5,107                                | 5,618                            | 6,055                             | 18.6%                              | 7.8%         |
| Soccer (Indoor)                                                                | 5,336                                | 5,909                            | 5,956                             | 11.6%                              | 0.8%         |
| Football (Touch)                                                               | 5,171                                | 4,949                            | 5,178                             | 0.1%                               | 4.6%         |
| Gymnastics                                                                     | 4,699                                | 4,758                            | 5,108                             | 8.7%                               | 7.4%         |
| Track and Field                                                                | 4,139                                | 3,905                            | 4,195                             | 1.4%                               | 7.4%         |
| Volleyball (Sand/Beach)                                                        | 4,400                                | 3,917                            | 4,070                             | -7.5%                              | 3.9%         |
| Cheerleading                                                                   | 3,752                                | 3,797                            | 3,918                             | 4.4%                               | 3.2%         |
| Racquetball                                                                    | 3,453                                | 3,550                            | 3,637                             | 5.3%                               | 2.5%         |
| Ice Hockey                                                                     | 2,357                                | 2,496                            | 2,658                             | 12.8%                              | 6.5%         |
| Softball (Fast Pitch)                                                          | 2,242                                | 2,323                            | 2,499                             | 11.5%                              | 7.6%         |
| Wrestling                                                                      | 1,944                                | 2,121                            | 2,303                             | 18.5%                              | 8.6%         |
| Ultimate Frisbee                                                               | 2,290                                | 2,086                            | 2,047                             | -10.6%                             | -1.9%        |
| Lacrosse                                                                       | 2,115                                | 1,979                            | 1,922                             | -9.1%                              | -2.9%        |
| Squash                                                                         | 1,222                                | 1,315                            | 1,399                             | 14.5%                              | 6.4%         |
| Roller Hockey                                                                  | 1,616                                | 1,237                            | 1,154                             | -28.6%                             | -6.7%        |
| Rugby                                                                          | 1,392                                | 1,112                            | 1,102                             | -20.8%                             | -0.9%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

National Trends in General Fitness

Participation Levels

The national participatory trends in fitness have shown significant growth in recent years. These activities have gained popularity due to an increased interest among Americans in improving their health and enhancing their quality of life through active lifestyles. In 2024, general fitness activities that were adaptable to various environments, such as at home, in a gym, or through virtual classes, were the most popular. The activities with the most participation were walking for fitness (115.2 million), treadmill (56.8 million), free weights (56.2 million), running/jogging (51.0 million), and yoga (37.6 million).



Five-Year Trend

Over the last five years (2018-2023), the activities growing at the highest rate were trail running (46.9%), Pilates training (39.4%), yoga (23.6%) and barre (19.1%). Over the same period, the activities that have undergone the biggest decline in participation include group stationary cycling (-33.5%), cross-training style workout (-28.7%) and cardio kickboxing (-19.5%).

One-Year Trend

In the last year, nearly every fitness activity listed saw an increase in participation. Fitness activities with the largest gains in participation were group-related, slow, intentional movements activities, yoga (9.9%), and Pilates training (8.7%). Trail running (8.5%) also saw a moderate increase indicating trail connectivity continues to be important for communities to provide. In the same span, fitness activities that had the largest decline in participation were bodyweight exercise (-2.8%), elliptical motion/cross-trainer (-1.5%) and high impact/intensity training (-0.5%).

Core vs. Casual Trends in General Fitness

Participants of walking for fitness are mostly core users (participating 50+ times) and have seen a 1.5% growth in the last five years. *Please see **Appendix A** for the full core vs. casual participation breakdown.*

| National Participatory Trends - General Fitness                                |                                      |                                  |                                   |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                 |                                  |                                   | % Change                           |              |
|                                                                                | 2019                                 | 2023                             | 2024                              | 5-Year Trend                       | 1-Year Trend |
| Walking for Fitness                                                            | 111,439                              | 114,039                          | 115,261                           | 3.4%                               | 1.1%         |
| Treadmill                                                                      | 56,823                               | 54,829                           | 56,843                            | 0.0%                               | 3.7%         |
| Free Weights (Dumbbells/Hand Weights)                                          | 51,450                               | 53,858                           | 56,253                            | 9.3%                               | 4.4%         |
| Running/Jogging                                                                | 50,052                               | 48,305                           | 51,052                            | 2.0%                               | 5.7%         |
| Yoga                                                                           | 30,456                               | 34,249                           | 37,636                            | 23.6%                              | 9.9%         |
| Stationary Cycling (Recumbent/Upright)                                         | 37,085                               | 32,628                           | 33,657                            | -9.2%                              | 3.2%         |
| Weight/Resistant Machines                                                      | 36,181                               | 29,426                           | 30,850                            | -14.7%                             | 4.8%         |
| Free Weights (Barbells)                                                        | 28,379                               | 29,333                           | 30,550                            | 7.7%                               | 4.1%         |
| Dance, Step, & Choreographed Exercise                                          | 23,957                               | 26,241                           | 27,058                            | 12.9%                              | 3.1%         |
| Elliptical Motion/Cross-Trainer                                                | 33,056                               | 27,062                           | 26,665                            | -19.3%                             | -1.5%        |
| Bodyweight Exercise                                                            | 23,504                               | 22,578                           | 21,949                            | -6.6%                              | -2.8%        |
| High Impact/Intensity Training                                                 | 22,044                               | 21,801                           | 21,683                            | -1.6%                              | -0.5%        |
| Trail Running                                                                  | 10,997                               | 14,885                           | 16,154                            | 46.9%                              | 8.5%         |
| Rowing Machine                                                                 | 12,809                               | 12,775                           | 12,933                            | 1.0%                               | 1.2%         |
| Pilates Training                                                               | 9,243                                | 11,862                           | 12,889                            | 39.4%                              | 8.7%         |
| Stair Climbing Machine                                                         | 15,359                               | 12,605                           | 12,668                            | -17.5%                             | 0.5%         |
| Cross-Training Style Workout                                                   | 13,542                               | 9,404                            | 9,655                             | -28.7%                             | 2.7%         |
| Boxing/MMA for Fitness                                                         | 8,638                                | 8,378                            | 8,911                             | 3.2%                               | 6.4%         |
| Martial Arts                                                                   | 6,068                                | 6,610                            | 6,938                             | 14.3%                              | 5.0%         |
| Stationary Cycling (Group)                                                     | 9,930                                | 6,227                            | 6,600                             | -33.5%                             | 6.0%         |
| Boot Camp Style Cross-Training                                                 | 6,830                                | 5,434                            | 5,699                             | -16.6%                             | 4.9%         |
| Cardio Kickboxing                                                              | 7,026                                | 5,524                            | 5,654                             | -19.5%                             | 2.4%         |
| Barre                                                                          | 3,665                                | 4,294                            | 4,365                             | 19.1%                              | 1.7%         |
| Tai Chi                                                                        | 3,793                                | 3,948                            | 4,162                             | 9.7%                               | 5.4%         |
| Triathlon (Traditional/Road)                                                   | 2,001                                | 1,738                            | 1,732                             | -13.4%                             | -0.3%        |
| Triathlon (Non-Traditional/Off Road)                                           | 1,472                                | 1,363                            | 1,372                             | -6.8%                              | 0.7%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

National Trends in Outdoor / Adventure Recreation

Participation Levels

Results from the SFIA report demonstrate rapid growth in participation regarding outdoor/adventure recreation activities. Similar to general fitness activities, these activities encourage an active lifestyle, can be performed individually, and are not as limited by time constraints. In 2024, the most popular activities, in terms of total participants include day hiking (63.4 million), freshwater fishing (43.1 million), road bicycling (42.4 million), camping (40.2 million), and wildlife viewing (21.8 million).



Five-Year Trend

From 2019-2024, camping (42.8%), skateboarding (40.4%), birdwatching (32.3%), BMX bicycling (29.4%), and day hiking (27.6%) have undergone the largest increase in participation. The five-year trend also shows that only two activities declined in participation, adventure racing (-14.2) and backpacking overnight (-6.3%).

One-Year Trend

The one-year trend shows most activities had a moderate growth in participation. The highest growth being in-line roller skating (7.3%), BMX bicycling (5.8%), sport/boulder climbing (5.1%), and camping (4.3%). Activities that underwent decreases in participation were fly fishing (-1.6), indoor climbing (-1.6) and mountain biking (-0.5%).

Core vs. Casual Trends in Outdoor / Adventure Recreation

Although most outdoor activities have experienced participation growth in the last five-years., it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. *Please see **Appendix A** for the full core vs. casual participation breakdown.*

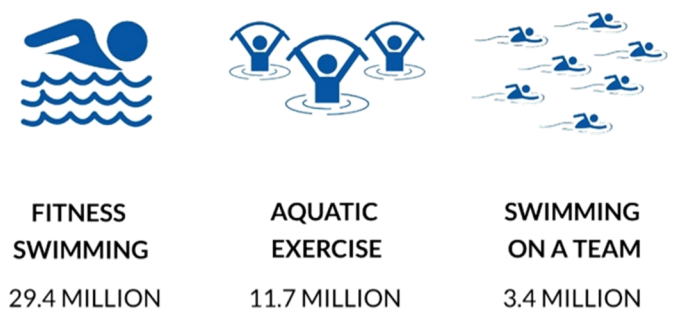


| National Participatory Trends - Outdoor / Adventure Recreation                 |                                      |                                  |                                   |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                 |                                  |                                   | % Change                           |              |
|                                                                                | 2019                                 | 2023                             | 2024                              | 5-Year Trend                       | 1-Year Trend |
| Hiking (Day)                                                                   | 49,697                               | 61,444                           | 63,430                            | 27.6%                              | 3.2%         |
| Fishing (Freshwater)                                                           | 39,185                               | 42,605                           | 43,185                            | 10.2%                              | 1.4%         |
| Bicycling (Road)                                                               | 39,388                               | 42,243                           | 42,470                            | 7.8%                               | 0.5%         |
| Camping                                                                        | 28,183                               | 38,572                           | 40,244                            | 42.8%                              | 4.3%         |
| Wildlife Viewing (>1/4 mile of Vehicle/Home)                                   | 20,040                               | 21,118                           | 21,899                            | 9.3%                               | 3.7%         |
| Birdwatching (>1/4 mile of Vehicle/Home)                                       | 12,817                               | 16,423                           | 16,954                            | 32.3%                              | 3.2%         |
| Camping (Recreational Vehicle)                                                 | 15,426                               | 16,497                           | 16,460                            | 6.7%                               | -0.2%        |
| Fishing (Saltwater)                                                            | 13,193                               | 15,039                           | 15,065                            | 14.2%                              | 0.2%         |
| Backpacking Overnight                                                          | 10,660                               | 9,994                            | 9,988                             | -6.3%                              | -0.1%        |
| Skateboarding                                                                  | 6,610                                | 8,923                            | 9,280                             | 40.4%                              | 4.0%         |
| Bicycling (Mountain)                                                           | 8,622                                | 9,289                            | 9,241                             | 7.2%                               | -0.5%        |
| Fishing (Fly)                                                                  | 7,014                                | 8,077                            | 7,951                             | 13.4%                              | -1.6%        |
| Archery                                                                        | 7,449                                | 7,662                            | 7,787                             | 4.5%                               | 1.6%         |
| Climbing (Indoor)                                                              | 5,309                                | 6,356                            | 6,256                             | 17.8%                              | -1.6%        |
| Roller Skating, In-Line                                                        | 4,816                                | 5,201                            | 5,581                             | 15.9%                              | 7.3%         |
| Bicycling (BMX)                                                                | 3,648                                | 4,462                            | 4,722                             | 29.4%                              | 5.8%         |
| Climbing (Sport/Boulder)                                                       | 2,183                                | 2,544                            | 2,674                             | 22.5%                              | 5.1%         |
| Climbing (Traditional/Ice/Mountaineering)                                      | 2,400                                | 2,569                            | 2,577                             | 7.4%                               | 0.3%         |
| Adventure Racing                                                               | 2,143                                | 1,808                            | 1,839                             | -14.2%                             | 1.7%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

National Trends in Aquatics

Participation Levels

Swimming is deemed a lifetime activity, which is why it continues to have such strong participation. In 2024, fitness swimming remained the overall leader in participation (29.4 million) amongst aquatic activities.



Five-Year Trend

Assessing the five-year trend, all three aquatic activities saw moderate increases in participation. Swimming on a team (22.8%) saw the highest percentage increase in participation.

One-Year Trend

In 2024, all aquatic activities saw moderate increases in participation which can be asserted to facilities and programs continuing to return to prepandemic levels.

Core vs. Casual Trends in Aquatics

All activities in aquatic trends have undergone an increase in casual participation (1-49 times per year) over the last five years. *Please see **Appendix A** for full the core vs. casual participation breakdown.*

| National Participatory Trends - Aquatics                                       |                                      |                                  |                                   |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                 |                                  |                                   | % Change                           |              |
|                                                                                | 2019                                 | 2023                             | 2024                              | 5-Year Trend                       | 1-Year Trend |
| Swimming (Fitness)                                                             | 28,219                               | 28,173                           | 29,477                            | 4.5%                               | 4.6%         |
| Aquatic Exercise                                                               | 11,189                               | 11,307                           | 11,782                            | 5.3%                               | 4.2%         |
| Swimming on a Team                                                             | 2,822                                | 3,327                            | 3,465                             | 22.8%                              | 4.1%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |

## National Trends in Water Sports / Activities

### Participation Level

The most popular water sports / activities based on total participants in 2024 were recreational kayaking (15.1 million), canoeing (10.1 million), snorkeling (7.6 million), jet skiing (5.9 million) and stand-up paddling (4.4 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can influence water activity participation.



**RECREATIONAL  
KAYAKING**

15.1 MILLION



**CANOEING**

10.1 MILLION



**SNORKELING**

7.6 MILLION



**JET SKIING**

5.9 MILLION



**STAND-UP  
PADDLING**

4.4 MILLION

### Five-Year Trend

In the past five years, the fastest growing water activities have been surfing (42.7%), recreational kayaking (32.9%), stand-up paddling (23.6%), and rafting (23.5%). Notably, during this period, there were no activities that experienced a decline in participation.

### One-Year Trend

In 2024, wakeboarding was the only activity that saw a decrease in participation by -1.2%. Activities with the largest increases in participation were stand-up paddling (6.6%), surfing (5.9%), and rafting (4.8%).

### Core vs. Casual trends in Water Sports / Activities

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sports and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. *Please see **Appendix A** for the full core vs. casual participation breakdown.*

## Demographics and Trends Analysis

| National Participatory Trends - Water Sports / Activities                      |                                      |                                  |                                   |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------|----------------------------------|-----------------------------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                 |                                  |                                   | % Change                           |              |
|                                                                                | 2019                                 | 2023                             | 2024                              | 5-Year Trend                       | 1-Year Trend |
| Kayaking (Recreational)                                                        | 11,382                               | 14,726                           | 15,128                            | 32.9%                              | 2.7%         |
| Canoeing                                                                       | 8,995                                | 9,999                            | 10,111                            | 12.4%                              | 1.1%         |
| Snorkeling                                                                     | 7,659                                | 7,489                            | 7,696                             | 0.5%                               | 2.8%         |
| Jet Skiing                                                                     | 5,108                                | 5,759                            | 5,978                             | 17.0%                              | 3.8%         |
| Stand-Up Paddling                                                              | 3,562                                | 4,129                            | 4,402                             | 23.6%                              | 6.6%         |
| Rafting                                                                        | 3,438                                | 4,050                            | 4,245                             | 23.5%                              | 4.8%         |
| Surfing                                                                        | 2,964                                | 3,993                            | 4,230                             | 42.7%                              | 5.9%         |
| Sailing                                                                        | 3,618                                | 4,100                            | 4,226                             | 16.8%                              | 3.1%         |
| Water Skiing                                                                   | 3,203                                | 3,133                            | 3,218                             | 0.5%                               | 2.7%         |
| Scuba Diving                                                                   | 2,715                                | 3,063                            | 3,148                             | 15.9%                              | 2.8%         |
| Kayaking (White Water)                                                         | 2,583                                | 2,995                            | 3,075                             | 19.0%                              | 2.7%         |
| Kayaking (Sea/Touring)                                                         | 2,652                                | 2,800                            | 2,869                             | 8.2%                               | 2.5%         |
| Wakeboarding                                                                   | 2,729                                | 2,844                            | 2,810                             | 3.0%                               | -1.2%        |
| Boardsailing/Windsurfing                                                       | 1,405                                | 1,434                            | 1,476                             | 5.1%                               | 2.9%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                      |                                  |                                   |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%) | Moderate Increase<br>(0% to 25%) | Moderate Decrease<br>(0% to -25%) | Large Decrease<br>(less than -25%) |              |



## Local Sport and Leisure Market Potential

The following charts show sport and leisure market potential data for Rome residents, as provided by ESRI. Through a combination of surveys (like the MRI Survey of the American Consumer and the Doublebase Survey from market research company MRI-Simmons), ESRI created the Market Potential Index (MPI). MPI measures the probable demand for a product or service within each defined service area. The MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and commercial recreation.

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

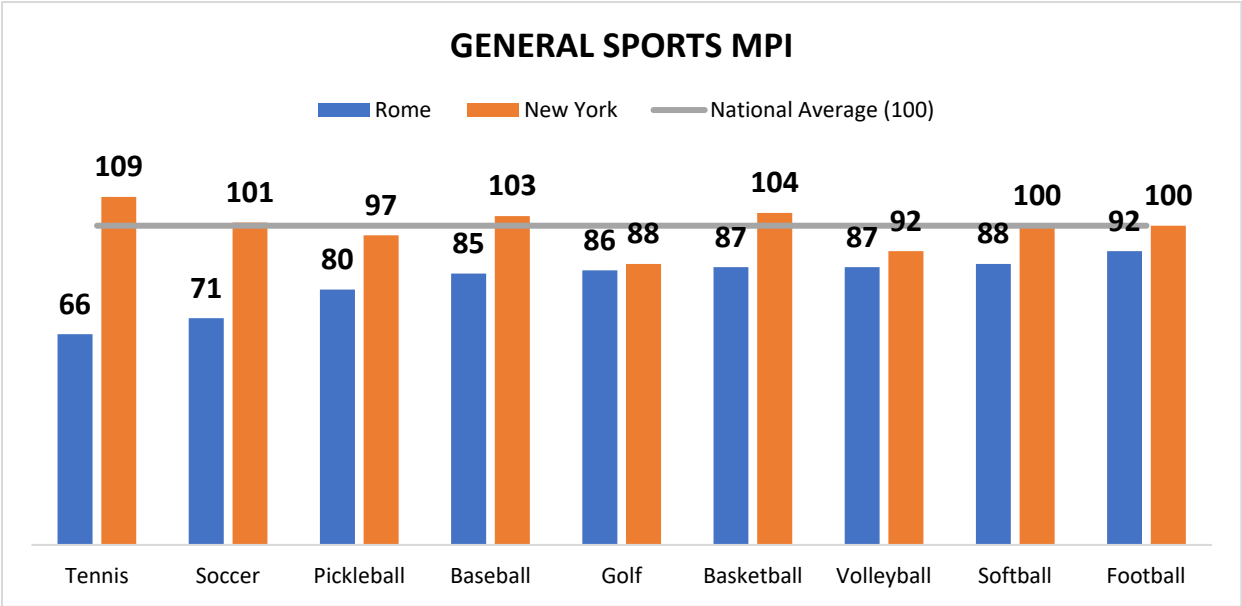
### Local MPI Summary

Overall, when analyzing Rome's MPIs, the data demonstrates below average market potential index (MPI) numbers in most assessed areas, with high potential in several more specific activities. For example, Freshwater Fishing and Archery both scored above the national average, while there were no General Sports or Fitness scores at or above the USA average according to the analysis. Something to note about Rome's MPI scores is that only 5 (Freshwater Fishing, Archery, Played Video/Electronic Game (Console), Played Video/Electronic Game (Portable), and Visited an Indoor Waterpark) of the measured 48 activities scored at or above the national average of 100. Water-related activities including swimming, canoeing/kayaking, and Freshwater Fishing all scored over 90, with Freshwater Fishing garnering Rome's highest MPI score of 110. The department may consider this trend as an opportunity, especially considering Rome's proximity to multiple lakes.

The following charts compare MPI scores for 48 sport and leisure activities that are prevalent for residents within Rome. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater likelihood that residents within the service area will actively participate in those offerings provided by the Department.

General Sports Market Potential

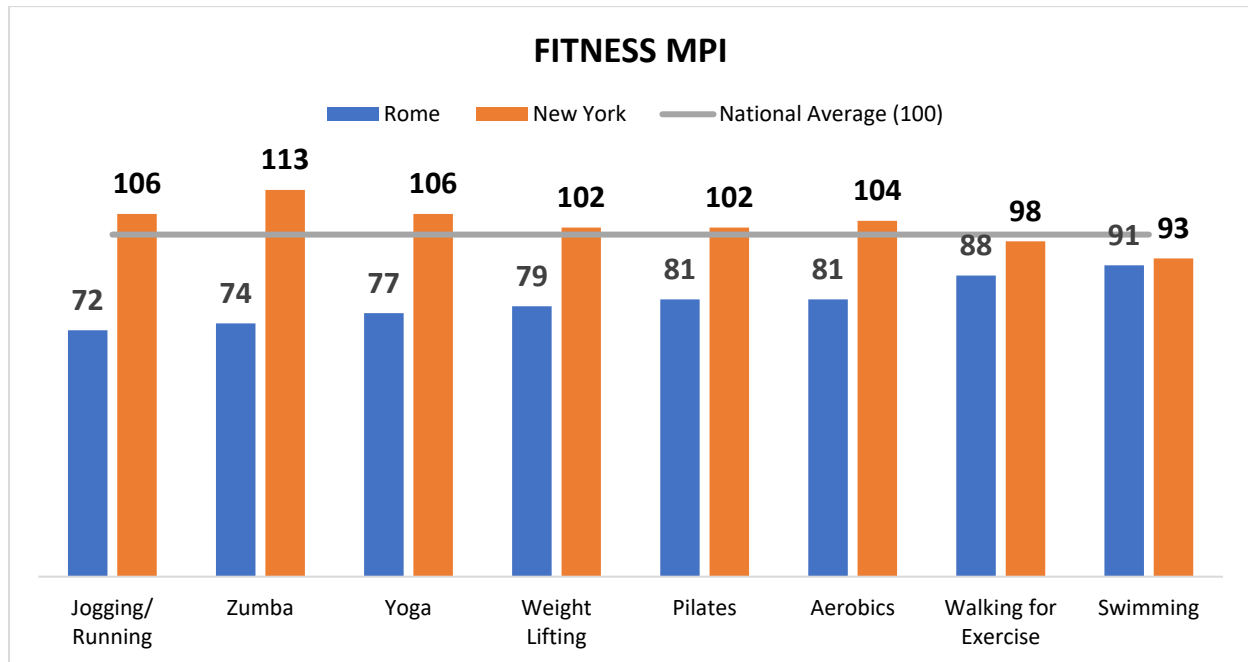
The following chart shows that all of Rome’s recorded General Sports are **below the state and national average** regarding MPI, with Football (92) landing the only score over 90, while Softball (88), Volleyball (87), Basketball (87), and Golf (86) rounded out Rome’s top five highest scoring activities. Although Rome’s General Sports scores all fell below the state and national averages, the City’s closest score to the state average was in golf (86 and 88, respectively). It will remain important to weigh these results when considering the development of general sport and recreation offerings.





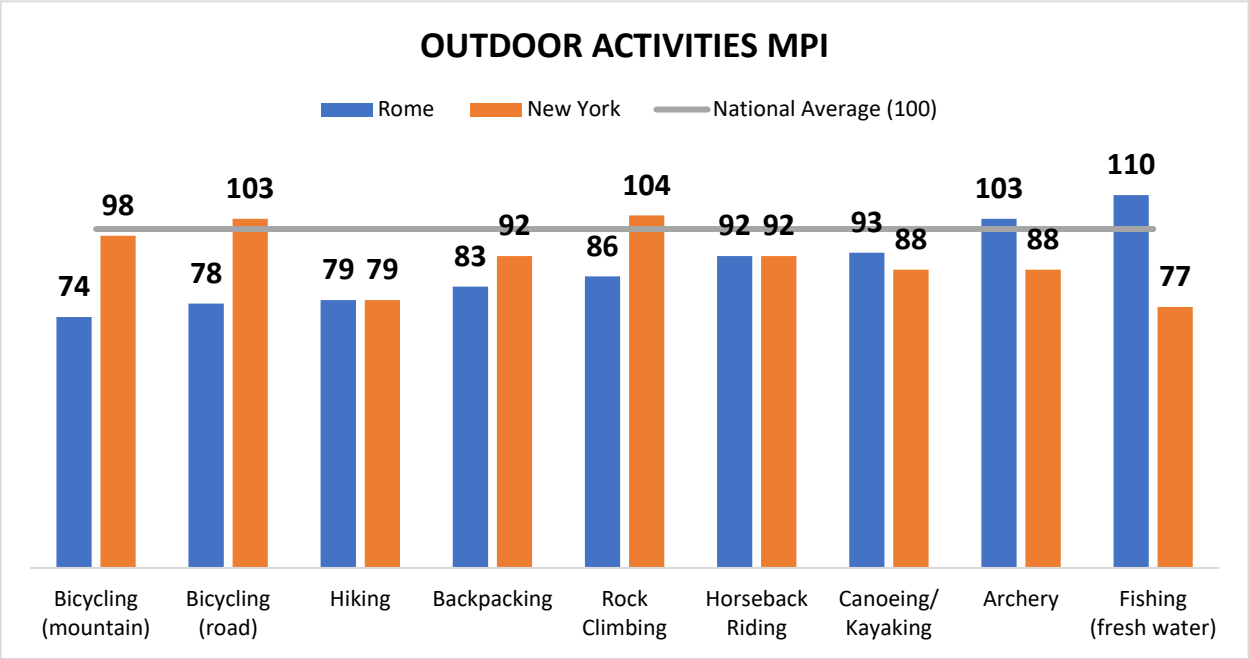
## Fitness Market Potential

Assessing MPI scores for the Fitness Activity category reveals that Rome's fitness activities, like the General Sports activities, are also **all below the national average**. Of these activities, Swimming (91) and Walking for Exercise (88) scored the highest. Alternatively, the lowest scored activities were Zumba (74) and Jogging/Running (72).



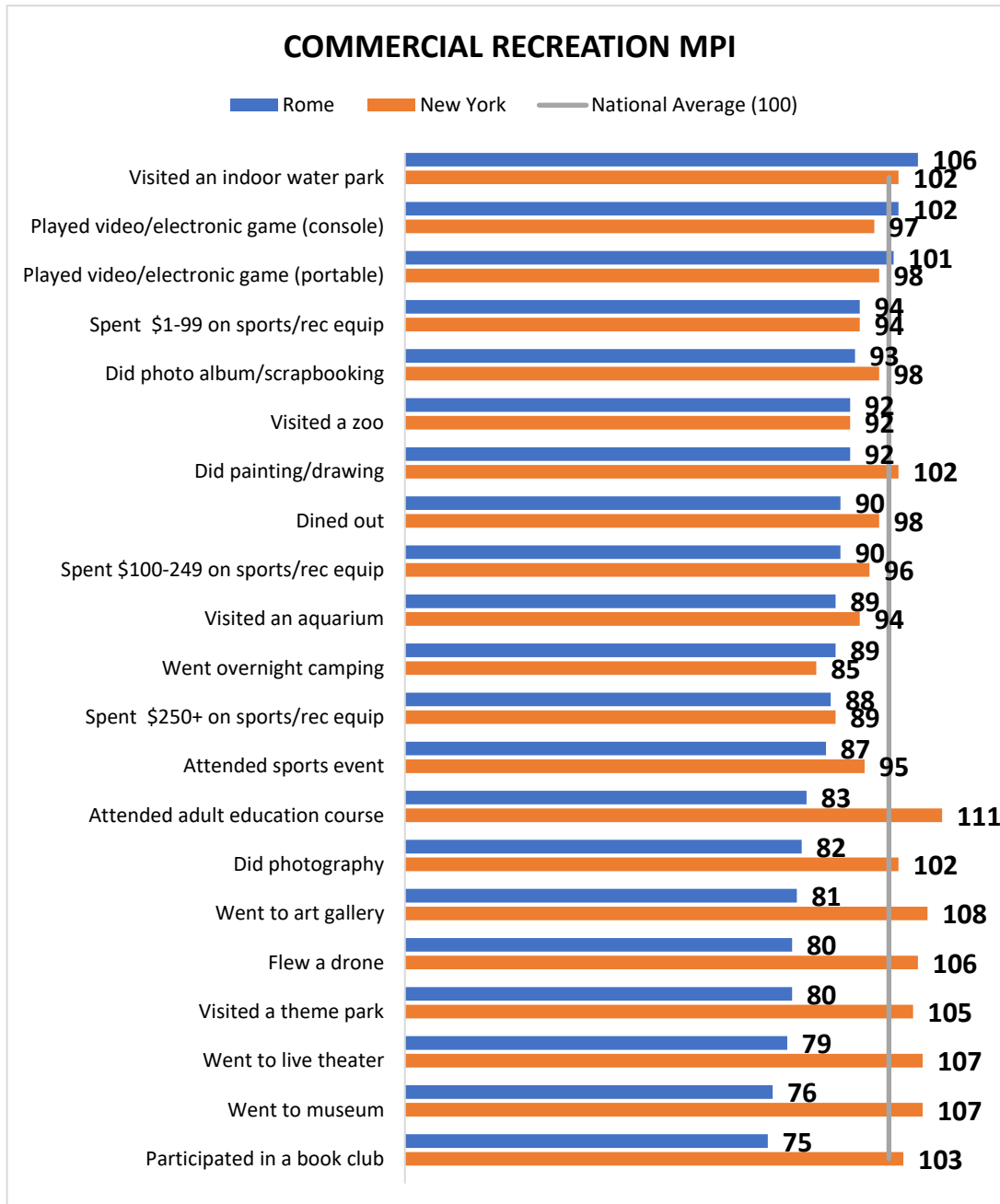
Outdoor Activity Market Potential

Rome’s Outdoor Activity MPI chart is where we see our first instance of scores above both the New York and US average, as the City scored at or above than the state average on 4 of the 10 activities – Freshwater Fishing (110), Archery (103), Canoeing/Kayaking (93), and Horseback Riding (92). Alternatively, the City’s lowest scores in the Outdoor Activity MPI belonged to Road Bicycling (78) and Mountain Bicycling (74).



## Commercial Recreation Market Potential

The Commercial Recreation MPI category reveals the other three recorded Commercial Recreation activities that are **above the national average**: 'Visited an indoor waterpark' (106), 'Played video/electronic game (console)' (102), and 'Played video/electronic game (portable)' (101). The Commercial Recreation category received higher in comparison to other MPI categories, with 9 of the 21 recorded activities scoring at least 90. This relatively high interest in indoor activities could represent a potential opportunity for the Department to target similar activities when considering new facilities or programs.



## Appendix A – Core vs. Casual Participation Trends

### General Sports

| National Core vs Casual Participatory Trends - General Sports                  |                                                              |      |                                          |      |                                                  |      |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------------------------------|------|------------------------------------------|------|--------------------------------------------------|------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                         |      |                                          |      |                                                  |      | % Change                           |              |
|                                                                                | 2019                                                         |      | 2023                                     |      | 2024                                             |      | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                            | %    | #                                        | %    | #                                                | %    |                                    |              |
| <b>Basketball</b>                                                              | 24,917                                                       | 100% | 29,725                                   | 100% | 31,947                                           | 100% | 28.2%                              | 7.5%         |
| <i>Casual (1-12 times)</i>                                                     | 9,669                                                        | 39%  | 14,405                                   | 48%  | 16,553                                           | 52%  | 71.2%                              | 14.9%        |
| <i>Core(13+ times)</i>                                                         | 15,248                                                       | 61%  | 15,320                                   | 52%  | 15,394                                           | 48%  | 1.0%                               | 0.5%         |
| <b>Golf (9 or 18-Hole Course)</b>                                              | 24,271                                                       | 100% | 26,565                                   | 100% | 28,097                                           | 100% | 15.8%                              | 5.8%         |
| <b>Tennis</b>                                                                  | 17,684                                                       | 100% | 23,835                                   | 100% | 25,742                                           | 100% | 45.6%                              | 8.0%         |
| <b>Pickleball</b>                                                              | 3,460                                                        | 100% | 13,582                                   | 100% | 19,807                                           | 100% | 472.5%                             | 45.8%        |
| <i>Casual (1-12 times)</i>                                                     | 2,207                                                        | 64%  | 8,736                                    | 74%  | 13,594                                           | 74%  | 515.9%                             | 55.6%        |
| <i>Core(13+ times)</i>                                                         | 1,253                                                        | 36%  | 4,846                                    | 26%  | 6,213                                            | 26%  | 395.8%                             | 28.2%        |
| <b>Golf (Entertainment Venue)</b>                                              | 9,905                                                        | 100% | 18,464                                   | 100% | 19,144                                           | 100% | 93.3%                              | 3.7%         |
| <b>Baseball</b>                                                                | 15,804                                                       | 100% | 16,655                                   | 100% | 17,282                                           | 100% | 9.4%                               | 3.8%         |
| <i>Casual (1-12 times)</i>                                                     | 6,655                                                        | 42%  | 8,934                                    | 54%  | 9,575                                            | 55%  | 43.9%                              | 7.2%         |
| <i>Core (13+ times)</i>                                                        | 9,149                                                        | 58%  | 7,722                                    | 46%  | 7,708                                            | 45%  | -15.8%                             | -0.2%        |
| <b>Soccer (Outdoor)</b>                                                        | 11,913                                                       | 100% | 14,074                                   | 100% | 14,473                                           | 100% | 21.5%                              | 2.8%         |
| <i>Casual (1-25 times)</i>                                                     | 6,864                                                        | 58%  | 8,706                                    | 59%  | 8,964                                            | 59%  | 30.6%                              | 3.0%         |
| <i>Core (26+ times)</i>                                                        | 5,050                                                        | 42%  | 5,368                                    | 41%  | 5,509                                            | 41%  | 9.1%                               | 2.6%         |
| <b>Football (Flag)</b>                                                         | 6,783                                                        | 100% | 7,266                                    | 100% | 7,825                                            | 100% | 15.4%                              | 7.7%         |
| <i>Casual (1-12 times)</i>                                                     | 3,794                                                        | 56%  | 4,624                                    | 64%  | 5,090                                            | 65%  | 34.2%                              | 10.1%        |
| <i>Core(13+ times)</i>                                                         | 2,989                                                        | 44%  | 2,642                                    | 36%  | 2,735                                            | 35%  | -8.5%                              | 3.5%         |
| <i>Core Age 6 to 17 (13+ times)</i>                                            | 1,590                                                        | 23%  | 1,661                                    | 22%  | 1,748                                            | 22%  | 9.9%                               | 5.2%         |
| <b>Volleyball (Court)</b>                                                      | 6,487                                                        | 100% | 6,905                                    | 100% | 7,365                                            | 100% | 13.5%                              | 6.7%         |
| <i>Casual (1-12 times)</i>                                                     | 2,962                                                        | 46%  | 3,481                                    | 50%  | 3,846                                            | 52%  | 29.8%                              | 10.5%        |
| <i>Core(13+ times)</i>                                                         | 3,525                                                        | 54%  | 3,425                                    | 50%  | 3,519                                            | 48%  | -0.2%                              | 2.7%         |
| <b>Softball (Slow Pitch)</b>                                                   | 7,071                                                        | 100% | 6,356                                    | 100% | 6,714                                            | 100% | -5.0%                              | 5.6%         |
| <i>Casual (1-12 times)</i>                                                     | 3,023                                                        | 43%  | 2,939                                    | 46%  | 3,340                                            | 50%  | 10.5%                              | 13.6%        |
| <i>Core(13+ times)</i>                                                         | 4,048                                                        | 57%  | 3,417                                    | 54%  | 3,374                                            | 50%  | -16.7%                             | -1.3%        |
| <b>Badminton</b>                                                               | 7,071                                                        | 86%  | 6,356                                    | 102% | 6,247                                            | 99%  | -11.7%                             | -1.7%        |
| <i>Casual (1-12 times)</i>                                                     | 4,338                                                        | 61%  | 4,743                                    | 75%  | 4,422                                            | 71%  | 1.9%                               | -6.8%        |
| <i>Core(13+ times)</i>                                                         | 1,756                                                        | 25%  | 1,771                                    | 28%  | 1,771                                            | 28%  | 0.9%                               | 0.0%         |
| <b>Football (Tackle)</b>                                                       | 5,107                                                        | 100% | 5,618                                    | 100% | 6,055                                            | 100% | 18.6%                              | 7.8%         |
| <i>Casual (1-25 times)</i>                                                     | 2,413                                                        | 47%  | 3,278                                    | 58%  | 3,580                                            | 59%  | 48.4%                              | 9.2%         |
| <i>Core(26+ times)</i>                                                         | 2,694                                                        | 53%  | 2,340                                    | 42%  | 2,475                                            | 41%  | -8.1%                              | 5.8%         |
| <i>Core Age 6 to 17 (26+ times)</i>                                            | 2,311                                                        | 45%  | 2,130                                    | 38%  | 2,143                                            | 35%  | -7.3%                              | 0.6%         |
| <b>Soccer (Indoor)</b>                                                         | 5,336                                                        | 100% | 5,618                                    | 100% | 5,956                                            | 100% | 11.6%                              | 6.0%         |
| <i>Casual (1-12 times)</i>                                                     | 2,581                                                        | 48%  | 3,411                                    | 57%  | 3,407                                            | 57%  | 32.0%                              | -0.1%        |
| <i>Core(13+ times)</i>                                                         | 2,755                                                        | 52%  | 2,498                                    | 43%  | 2,549                                            | 43%  | -7.5%                              | 2.0%         |
| <b>Football (Touch)</b>                                                        | 5,171                                                        | 100% | 4,949                                    | 100% | 5,178                                            | 100% | 0.1%                               | 4.6%         |
| <i>Casual (1-12 times)</i>                                                     | 3,065                                                        | 59%  | 3,301                                    | 67%  | 3,523                                            | 68%  | 14.9%                              | 6.7%         |
| <i>Core(13+ times)</i>                                                         | 2,105                                                        | 41%  | 1,648                                    | 33%  | 1,654                                            | 32%  | -21.4%                             | 0.4%         |
| <b>Gymnastics</b>                                                              | 4,699                                                        | 100% | 4,758                                    | 100% | 5,108                                            | 100% | 8.7%                               | 7.4%         |
| <i>Casual (1-49 times)</i>                                                     | 3,004                                                        | 64%  | 3,315                                    | 70%  | 3,580                                            | 70%  | 19.2%                              | 8.0%         |
| <i>Core(50+ times)</i>                                                         | 1,695                                                        | 36%  | 1,443                                    | 30%  | 1,528                                            | 30%  | -9.9%                              | 5.9%         |
| <b>Track and Field</b>                                                         | 4,139                                                        | 100% | 3,905                                    | 100% | 4,195                                            | 100% | 1.4%                               | 7.4%         |
| <i>Casual (1-25 times)</i>                                                     | 2,069                                                        | 50%  | 2,093                                    | 54%  | 2,445                                            | 58%  | 18.2%                              | 16.8%        |
| <i>Core(26+ times)</i>                                                         | 2,070                                                        | 50%  | 1,811                                    | 46%  | 1,750                                            | 42%  | -15.5%                             | -3.4%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                              |      |                                          |      |                                                  |      |                                    |              |
| <b>Participation Growth/Decline:</b>                                           | Large Increase<br>(greater than 25%)                         |      | Moderate Increase<br>(0% to 25%)         |      | Moderate Decrease<br>(0% to -25%)                |      | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>                                            | Evenly Divided between Core and Casual Participants (45-55%) |      | Moderate Amount of Participants (56-74%) |      | Majority Amount of Participants (75% or greater) |      |                                    |              |



## General Sports (Continued)

| National Core vs Casual Participatory Trends - General Sports                  |                                                                 |             |                                              |             |                                                     |             |                                    |              |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------|----------------------------------------------|-------------|-----------------------------------------------------|-------------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                            |             |                                              |             |                                                     |             | % Change                           |              |
|                                                                                | 2019                                                            |             | 2023                                         |             | 2024                                                |             | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                               | %           | #                                            | %           | #                                                   | %           |                                    |              |
| <b>Volleyball (Sand/Beach)</b>                                                 | <b>4,400</b>                                                    | <b>100%</b> | <b>3,917</b>                                 | <b>100%</b> | <b>4,070</b>                                        | <b>100%</b> | <b>-7.5%</b>                       | <b>3.9%</b>  |
| Casual (1-12 times)                                                            | 2,907                                                           | 66%         | 2,769                                        | 71%         | 3,001                                               | 74%         | 3.2%                               | 8.4%         |
| Core(13+ times)                                                                | 1,493                                                           | 34%         | 1,148                                        | 29%         | 1,069                                               | 26%         | -28.4%                             | -6.9%        |
| <b>Cheerleading</b>                                                            | <b>3,752</b>                                                    | <b>100%</b> | <b>3,797</b>                                 | <b>100%</b> | <b>3,918</b>                                        | <b>100%</b> | <b>4.4%</b>                        | <b>3.2%</b>  |
| Casual (1-25 times)                                                            | 1,934                                                           | 52%         | 2,360                                        | 62%         | 2,405                                               | 61%         | 24.4%                              | 1.9%         |
| Core(26+ times)                                                                | 1,817                                                           | 48%         | 1,438                                        | 38%         | 1,513                                               | 39%         | -16.7%                             | 5.2%         |
| <b>Racquetball</b>                                                             | <b>3,453</b>                                                    | <b>100%</b> | <b>3,550</b>                                 | <b>100%</b> | <b>3,637</b>                                        | <b>100%</b> | <b>5.3%</b>                        | <b>2.5%</b>  |
| Casual (1-12 times)                                                            | 2,398                                                           | 69%         | 2,694                                        | 76%         | 2,737                                               | 75%         | 14.1%                              | 1.6%         |
| Core(13+ times)                                                                | 1,055                                                           | 31%         | 855                                          | 24%         | 900                                                 | 25%         | -14.7%                             | 5.3%         |
| <b>Ice Hockey</b>                                                              | <b>2,357</b>                                                    | <b>100%</b> | <b>2,496</b>                                 | <b>100%</b> | <b>2,658</b>                                        | <b>100%</b> | <b>12.8%</b>                       | <b>6.5%</b>  |
| Casual (1-12 times)                                                            | 1,040                                                           | 44%         | 1,458                                        | 58%         | 1,597                                               | 60%         | 53.6%                              | 9.5%         |
| Core(13+ times)                                                                | 1,317                                                           | 56%         | 1,038                                        | 42%         | 1,061                                               | 40%         | -19.4%                             | 2.2%         |
| <b>Softball (Fast Pitch)</b>                                                   | <b>2,242</b>                                                    | <b>100%</b> | <b>2,323</b>                                 | <b>100%</b> | <b>2,499</b>                                        | <b>100%</b> | <b>11.5%</b>                       | <b>7.6%</b>  |
| Casual (1-25 times)                                                            | 993                                                             | 44%         | 1,123                                        | 48%         | 1,260                                               | 50%         | 26.9%                              | 12.2%        |
| Core(26+ times)                                                                | 1,250                                                           | 56%         | 1,201                                        | 52%         | 1,239                                               | 50%         | -0.9%                              | 3.2%         |
| <b>Wrestling</b>                                                               | <b>1,944</b>                                                    | <b>100%</b> | <b>2,121</b>                                 | <b>100%</b> | <b>2,303</b>                                        | <b>100%</b> | <b>18.5%</b>                       | <b>8.6%</b>  |
| Casual (1-25 times)                                                            | 1,189                                                           | 61%         | 1,589                                        | 75%         | 1,798                                               | 78%         | 51.2%                              | 13.2%        |
| Core(26+ times)                                                                | 755                                                             | 39%         | 532                                          | 25%         | 505                                                 | 22%         | -33.1%                             | -5.1%        |
| <b>Ultimate Frisbee</b>                                                        | <b>2,290</b>                                                    | <b>100%</b> | <b>2,086</b>                                 | <b>100%</b> | <b>2,047</b>                                        | <b>100%</b> | <b>-10.6%</b>                      | <b>-1.9%</b> |
| Casual (1-12 times)                                                            | 1,491                                                           | 65%         | 1,523                                        | 67%         | 1,478                                               | 67%         | -0.9%                              | -3.0%        |
| Core(13+ times)                                                                | 799                                                             | 35%         | 563                                          | 33%         | 568                                                 | 33%         | -28.9%                             | 0.9%         |
| <b>Lacrosse</b>                                                                | <b>2,115</b>                                                    | <b>100%</b> | <b>1,979</b>                                 | <b>100%</b> | <b>1,922</b>                                        | <b>100%</b> | <b>-9.1%</b>                       | <b>-2.9%</b> |
| Casual (1-12 times)                                                            | 1,021                                                           | 48%         | 1,129                                        | 53%         | 1,000                                               | 53%         | -2.1%                              | -11.4%       |
| Core(13+ times)                                                                | 1,094                                                           | 52%         | 850                                          | 47%         | 922                                                 | 47%         | -15.7%                             | 8.5%         |
| <b>Squash</b>                                                                  | <b>1,222</b>                                                    | <b>100%</b> | <b>1,315</b>                                 | <b>100%</b> | <b>1,399</b>                                        | <b>100%</b> | <b>14.5%</b>                       | <b>6.4%</b>  |
| Casual (1-7 times)                                                             | 747                                                             | 61%         | 927                                          | 70%         | 983                                                 | 70%         | 31.6%                              | 6.0%         |
| Core(8+ times)                                                                 | 476                                                             | 39%         | 387                                          | 29%         | 416                                                 | 30%         | -12.6%                             | 7.5%         |
| <b>Roller Hockey</b>                                                           | <b>1,616</b>                                                    | <b>100%</b> | <b>1,237</b>                                 | <b>100%</b> | <b>1,154</b>                                        | <b>100%</b> | <b>-28.6%</b>                      | <b>-6.7%</b> |
| Casual (1-12 times)                                                            | 1,179                                                           | 73%         | 938                                          | 76%         | 887                                                 | 77%         | -24.8%                             | -5.4%        |
| Core(13+ times)                                                                | 436                                                             | 27%         | 298                                          | 24%         | 267                                                 | 23%         | -38.8%                             | -10.4%       |
| <b>Rugby</b>                                                                   | <b>1,392</b>                                                    | <b>100%</b> | <b>1,112</b>                                 | <b>100%</b> | <b>1,102</b>                                        | <b>100%</b> | <b>-20.8%</b>                      | <b>-0.9%</b> |
| Casual (1-7 times)                                                             | 835                                                             | 60%         | 729                                          | 66%         | 728                                                 | 66%         | -12.8%                             | -0.1%        |
| Core(8+ times)                                                                 | 557                                                             | 40%         | 384                                          | 35%         | 373                                                 | 34%         | -33.0%                             | -2.9%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                                 |             |                                              |             |                                                     |             |                                    |              |
| <b>Participation Growth/Decline:</b>                                           | Large Increase<br>(greater than 25%)                            |             | Moderate Increase<br>(0% to 25%)             |             | Moderate Decrease<br>(0% to -25%)                   |             | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>                                            | Evenly Divided between Core and<br>Casual Participants (45-55%) |             | Moderate Amount of Participants (56-<br>74%) |             | Majority Amount of Participants<br>(75% or greater) |             |                                    |              |

## General Fitness

| National Participatory Trends - General Fitness  |                                                              |      |                                          |      |                                                  |      |                                    |              |
|--------------------------------------------------|--------------------------------------------------------------|------|------------------------------------------|------|--------------------------------------------------|------|------------------------------------|--------------|
| Activity                                         | Participation Levels                                         |      |                                          |      |                                                  |      | % Change                           |              |
|                                                  | 2019                                                         |      | 2023                                     |      | 2024                                             |      | 5-Year Trend                       | 1-Year Trend |
|                                                  | #                                                            | %    | #                                        | %    | #                                                | %    |                                    |              |
| <b>Walking for Fitness</b>                       | 111,439                                                      | 100% | 114,039                                  | 100% | 115,261                                          | 100% | 3.4%                               | 1.1%         |
| <i>Casual (1-49 times)</i>                       | 36,254                                                       | 33%  | 38,169                                   | 33%  | 38,945                                           | 34%  | 7.4%                               | 2.0%         |
| <i>Core(50+ times)</i>                           | 75,185                                                       | 67%  | 75,871                                   | 67%  | 76,316                                           | 66%  | 1.5%                               | 0.6%         |
| <b>Treadmill</b>                                 | 56,823                                                       | 100% | 54,829                                   | 100% | 56,843                                           | 100% | 0.0%                               | 3.7%         |
| <i>Casual (1-49 times)</i>                       | 28,473                                                       | 50%  | 27,991                                   | 51%  | 31,057                                           | 55%  | 9.1%                               | 11.0%        |
| <i>Core(50+ times)</i>                           | 28,349                                                       | 50%  | 26,837                                   | 49%  | 25,786                                           | 45%  | -9.0%                              | -3.9%        |
| <b>Free Weights (Dumbbells/Hand Weights)</b>     | 51,450                                                       | 100% | 53,858                                   | 100% | 56,253                                           | 100% | 9.3%                               | 4.4%         |
| <i>Casual (1-49 times)</i>                       | 19,762                                                       | 38%  | 23,238                                   | 43%  | 26,569                                           | 47%  | 34.4%                              | 14.3%        |
| <i>Core(50+ times)</i>                           | 31,688                                                       | 62%  | 30,619                                   | 57%  | 29,684                                           | 53%  | -6.3%                              | -3.1%        |
| <b>Running/Jogging</b>                           | 50,052                                                       | 100% | 48,305                                   | 100% | 51,052                                           | 100% | 2.0%                               | 5.7%         |
| <i>Casual (1-49 times)</i>                       | 24,972                                                       | 50%  | 24,175                                   | 50%  | 27,047                                           | 53%  | 8.3%                               | 11.9%        |
| <i>Core(50+ times)</i>                           | 25,081                                                       | 50%  | 24,129                                   | 50%  | 24,005                                           | 47%  | -4.3%                              | -0.5%        |
| <b>Yoga</b>                                      | 30,456                                                       | 100% | 34,249                                   | 100% | 37,636                                           | 100% | 23.6%                              | 9.9%         |
| <i>Casual (1-49 times)</i>                       | 18,953                                                       | 62%  | 20,654                                   | 60%  | 23,730                                           | 63%  | 25.2%                              | 14.9%        |
| <i>Core(50+ times)</i>                           | 11,503                                                       | 38%  | 13,595                                   | 40%  | 13,907                                           | 37%  | 20.9%                              | 2.3%         |
| <b>Stationary Cycling (Recumbent/Upright)</b>    | 37,085                                                       | 100% | 32,628                                   | 100% | 33,657                                           | 100% | -9.2%                              | 3.2%         |
| <i>Casual (1-49 times)</i>                       | 19,451                                                       | 52%  | 15,901                                   | 49%  | 16,968                                           | 50%  | -12.8%                             | 6.7%         |
| <i>Core(50+ times)</i>                           | 17,634                                                       | 48%  | 16,728                                   | 51%  | 16,689                                           | 50%  | -5.4%                              | -0.2%        |
| <b>Weight/Resistant Machines</b>                 | 36,181                                                       | 100% | 29,426                                   | 100% | 30,850                                           | 100% | -14.7%                             | 4.8%         |
| <i>Casual (1-49 times)</i>                       | 14,668                                                       | 41%  | 11,361                                   | 39%  | 12,882                                           | 42%  | -12.2%                             | 13.4%        |
| <i>Core(50+ times)</i>                           | 21,513                                                       | 59%  | 18,065                                   | 61%  | 17,967                                           | 58%  | -16.5%                             | -0.5%        |
| <b>Free Weights (Barbells)</b>                   | 28,379                                                       | 100% | 29,333                                   | 100% | 30,550                                           | 100% | 7.7%                               | 4.1%         |
| <i>Casual (1-49 times)</i>                       | 11,806                                                       | 42%  | 14,174                                   | 48%  | 15,553                                           | 51%  | 31.7%                              | 9.7%         |
| <i>Core(50+ times)</i>                           | 16,573                                                       | 58%  | 15,159                                   | 52%  | 14,996                                           | 49%  | -9.5%                              | -1.1%        |
| <b>Dance, Step, &amp; Choreographed Exercise</b> | 23,957                                                       | 100% | 26,241                                   | 100% | 27,068                                           | 100% | 13.0%                              | 3.2%         |
| <i>Casual (1-49 times)</i>                       | 16,047                                                       | 67%  | 18,179                                   | 69%  | 19,101                                           | 71%  | 19.0%                              | 5.1%         |
| <i>Core(50+ times)</i>                           | 7,910                                                        | 33%  | 8,063                                    | 31%  | 7,957                                            | 29%  | 0.6%                               | -1.3%        |
| <b>Elliptical Motion/Cross-Trainer</b>           | 33,056                                                       | 100% | 27,062                                   | 100% | 26,665                                           | 100% | -19.3%                             | -1.5%        |
| <i>Casual (1-49 times)</i>                       | 17,175                                                       | 52%  | 13,898                                   | 51%  | 13,950                                           | 52%  | -18.8%                             | 0.4%         |
| <i>Core(50+ times)</i>                           | 15,880                                                       | 48%  | 13,164                                   | 49%  | 12,716                                           | 48%  | -19.9%                             | -3.4%        |
| <b>Bodyweight Exercise</b>                       | 23,504                                                       | 100% | 22,578                                   | 100% | 21,949                                           | 100% | -6.6%                              | -2.8%        |
| <i>Casual (1-49 times)</i>                       | 9,492                                                        | 40%  | 10,486                                   | 46%  | 10,145                                           | 46%  | 6.9%                               | -3.3%        |
| <i>Core(50+ times)</i>                           | 14,012                                                       | 60%  | 12,092                                   | 54%  | 11,804                                           | 54%  | -15.8%                             | -2.4%        |
| <b>High Impact/Intensity Training</b>            | 22,044                                                       | 100% | 21,801                                   | 100% | 21,683                                           | 100% | -1.6%                              | -0.5%        |
| <i>Casual (1-49 times)</i>                       | 12,380                                                       | 56%  | 12,559                                   | 58%  | 12,454                                           | 57%  | 0.6%                               | -0.8%        |
| <i>Core(50+ times)</i>                           | 9,665                                                        | 44%  | 9,242                                    | 42%  | 9,229                                            | 43%  | -4.5%                              | -0.1%        |
| <b>Trail Running</b>                             | 10,997                                                       | 100% | 14,885                                   | 100% | 16,154                                           | 100% | 46.9%                              | 8.5%         |
| <i>Casual (1-25 times)</i>                       | 8,744                                                        | 80%  | 12,260                                   | 82%  | 13,453                                           | 83%  | 53.9%                              | 9.7%         |
| <i>Core(26+ times)</i>                           | 2,253                                                        | 20%  | 2,625                                    | 18%  | 2,701                                            | 17%  | 19.9%                              | 2.9%         |
| <b>Rowing Machine</b>                            | 12,809                                                       | 100% | 12,775                                   | 100% | 12,933                                           | 100% | 1.0%                               | 1.2%         |
| <i>Casual (1-49 times)</i>                       | 8,308                                                        | 65%  | 8,473                                    | 66%  | 8,671                                            | 67%  | 4.4%                               | 2.3%         |
| <i>Core(50+ times)</i>                           | 4,500                                                        | 35%  | 4,302                                    | 34%  | 4,262                                            | 33%  | -5.3%                              | -0.9%        |
| <b>Pilates Training</b>                          | 9,243                                                        | 100% | 11,862                                   | 100% | 12,889                                           | 100% | 39.4%                              | 8.7%         |
| <i>Casual (1-49 times)</i>                       | 6,074                                                        | 66%  | 8,805                                    | 74%  | 9,747                                            | 76%  | 60.5%                              | 10.7%        |
| <i>Core(50+ times)</i>                           | 3,168                                                        | 34%  | 3,057                                    | 26%  | 3,143                                            | 24%  | -0.8%                              | 2.8%         |
| <b>Participation Growth/Decline:</b>             | Large Increase<br>(greater than 25%)                         |      | Moderate Increase<br>(0% to 25%)         |      | Moderate Decrease<br>(0% to -25%)                |      | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>              | Evenly Divided between Core and Casual Participants (45-55%) |      | Moderate Amount of Participants (56-74%) |      | Majority Amount of Participants (75% or greater) |      |                                    |              |



## General Fitness (Continued)

| National Participatory Trends - General Fitness                                |                                                              |      |                                          |      |                                                  |      |                                    |              |
|--------------------------------------------------------------------------------|--------------------------------------------------------------|------|------------------------------------------|------|--------------------------------------------------|------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                         |      |                                          |      |                                                  |      | % Change                           |              |
|                                                                                | 2019                                                         |      | 2023                                     |      | 2024                                             |      | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                            | %    | #                                        | %    | #                                                | %    |                                    |              |
| <b>Stair Climbing Machine</b>                                                  | 15,359                                                       | 100% | 12,605                                   | 100% | 12,668                                           | 100% | -17.5%                             | 0.5%         |
| <i>Casual (1-49 times)</i>                                                     | 10,059                                                       | 65%  | 8,075                                    | 64%  | 8,306                                            | 66%  | -17.4%                             | 2.9%         |
| <i>Core(50+ times)</i>                                                         | 5,301                                                        | 35%  | 4,530                                    | 36%  | 4,362                                            | 34%  | -17.7%                             | -3.7%        |
| <b>Cross-Training Style Workout</b>                                            | 13,542                                                       | 100% | 9,404                                    | 100% | 9,655                                            | 100% | -28.7%                             | 2.7%         |
| <i>Casual (1-49 times)</i>                                                     | 7,100                                                        | 52%  | 4,391                                    | 47%  | 4,703                                            | 49%  | -33.8%                             | 7.1%         |
| <i>Core(50+ times)</i>                                                         | 6,442                                                        | 48%  | 5,013                                    | 53%  | 4,952                                            | 51%  | -23.1%                             | -1.2%        |
| <b>Boxing/MMA for Fitness</b>                                                  | 8,638                                                        | 100% | 8,378                                    | 100% | 8,911                                            | 100% | 3.2%                               | 6.4%         |
| <i>Casual (1-12 times)</i>                                                     | 4,776                                                        | 55%  | 5,003                                    | 60%  | 5,122                                            | 57%  | 7.2%                               | 2.4%         |
| <i>Core(13+ times)</i>                                                         | 3,862                                                        | 45%  | 3,375                                    | 40%  | 3,789                                            | 43%  | -1.9%                              | 12.3%        |
| <b>Martial Arts</b>                                                            | 6,068                                                        | 100% | 6,610                                    | 100% | 6,938                                            | 100% | 14.3%                              | 5.0%         |
| <i>Casual (1-12 times)</i>                                                     | 2,178                                                        | 36%  | 3,481                                    | 53%  | 3,866                                            | 56%  | 77.5%                              | 11.1%        |
| <i>Core(13+ times)</i>                                                         | 3,890                                                        | 64%  | 3,130                                    | 47%  | 3,072                                            | 44%  | -21.0%                             | -1.9%        |
| <b>Stationary Cycling (Group)</b>                                              | 9,930                                                        | 100% | 6,227                                    | 100% | 6,600                                            | 100% | -33.5%                             | 6.0%         |
| <i>Casual (1-49 times)</i>                                                     | 6,583                                                        | 66%  | 3,783                                    | 61%  | 4,112                                            | 62%  | -37.5%                             | 8.7%         |
| <i>Core(50+ times)</i>                                                         | 3,347                                                        | 34%  | 2,444                                    | 39%  | 2,487                                            | 38%  | -25.7%                             | 1.8%         |
| <b>Boot Camp Style Cross-Training</b>                                          | 6,830                                                        | 100% | 5,434                                    | 100% | 5,699                                            | 100% | -16.6%                             | 4.9%         |
| <i>Casual (1-49 times)</i>                                                     | 4,951                                                        | 72%  | 4,003                                    | 74%  | 4,263                                            | 75%  | -13.9%                             | 6.5%         |
| <i>Core(50+ times)</i>                                                         | 1,880                                                        | 28%  | 1,432                                    | 26%  | 1,436                                            | 25%  | -23.6%                             | 0.3%         |
| <b>Cardio Kickboxing</b>                                                       | 7,026                                                        | 100% | 5,524                                    | 100% | 5,654                                            | 100% | -19.5%                             | 2.4%         |
| <i>Casual (1-49 times)</i>                                                     | 4,990                                                        | 71%  | 3,929                                    | 71%  | 3,992                                            | 71%  | -20.0%                             | 1.6%         |
| <i>Core(50+ times)</i>                                                         | 2,037                                                        | 29%  | 1,596                                    | 29%  | 1,663                                            | 29%  | -18.4%                             | 4.2%         |
| <b>Barre</b>                                                                   | 3,665                                                        | 100% | 4,294                                    | 100% | 4,365                                            | 100% | 19.1%                              | 1.7%         |
| <i>Casual (1-49 times)</i>                                                     | 2,868                                                        | 78%  | 3,473                                    | 81%  | 3,554                                            | 81%  | 23.9%                              | 2.3%         |
| <i>Core(50+ times)</i>                                                         | 797                                                          | 22%  | 821                                      | 19%  | 811                                              | 19%  | 1.8%                               | -1.2%        |
| <b>Tai Chi</b>                                                                 | 3,793                                                        | 100% | 3,948                                    | 100% | 4,162                                            | 100% | 9.7%                               | 5.4%         |
| <i>Casual (1-49 times)</i>                                                     | 2,379                                                        | 63%  | 2,748                                    | 70%  | 2,869                                            | 69%  | 20.6%                              | 4.4%         |
| <i>Core(50+ times)</i>                                                         | 1,414                                                        | 37%  | 1,200                                    | 30%  | 1,293                                            | 31%  | -8.6%                              | 7.8%         |
| <b>Triathlon (Traditional/Road)</b>                                            | 2,001                                                        | 100% | 1,738                                    | 100% | 1,732                                            | 100% | -13.4%                             | -0.3%        |
| <b>Triathlon (Non-Traditional/Off Road)</b>                                    | 1,472                                                        | 100% | 1,363                                    | 100% | 1,372                                            | 100% | -6.8%                              | 0.7%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                              |      |                                          |      |                                                  |      |                                    |              |
| <b>Participation Growth/Decline:</b>                                           | Large Increase<br>(greater than 25%)                         |      | Moderate Increase<br>(0% to 25%)         |      | Moderate Decrease<br>(0% to -25%)                |      | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>                                            | Evenly Divided between Core and Casual Participants (45-55%) |      | Moderate Amount of Participants (56-74%) |      | Majority Amount of Participants (75% or greater) |      |                                    |              |

## Outdoor/Adventure Recreation

| National Participatory Trends - Outdoor / Adventure Recreation                 |                                                                 |      |                                             |      |                                                     |      |                                    |              |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------|------|---------------------------------------------|------|-----------------------------------------------------|------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                            |      |                                             |      |                                                     |      | % Change                           |              |
|                                                                                | 2019                                                            |      | 2023                                        |      | 2024                                                |      | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                               | %    | #                                           | %    | #                                                   | %    |                                    |              |
| Hiking (Day)                                                                   | 49,697                                                          | 100% | 61,444                                      | 100% | 63,430                                              | 100% | 27.6%                              | 3.2%         |
| <i>Casual (1-7 times)</i>                                                      | 37,900                                                          | 76%  | 45,336                                      | 74%  | 46,464                                              | 73%  | 22.6%                              | 2.5%         |
| <i>Core(8+ times)</i>                                                          | 11,797                                                          | 24%  | 16,108                                      | 26%  | 16,966                                              | 27%  | 43.8%                              | 5.3%         |
| Fishing (Freshwater)                                                           | 39,185                                                          | 100% | 42,605                                      | 100% | 43,185                                              | 100% | 10.2%                              | 1.4%         |
| <i>Casual (1-7 times)</i>                                                      | 20,857                                                          | 53%  | 23,964                                      | 56%  | 24,486                                              | 57%  | 17.4%                              | 2.2%         |
| <i>Core(8+ times)</i>                                                          | 18,328                                                          | 47%  | 18,641                                      | 44%  | 18,699                                              | 43%  | 2.0%                               | 0.3%         |
| Bicycling (Road)                                                               | 39,388                                                          | 100% | 42,243                                      | 100% | 42,470                                              | 100% | 7.8%                               | 0.5%         |
| <i>Casual (1-25 times)</i>                                                     | 20,796                                                          | 53%  | 22,520                                      | 53%  | 23,141                                              | 54%  | 11.3%                              | 2.8%         |
| <i>Core(26+ times)</i>                                                         | 18,592                                                          | 47%  | 19,723                                      | 47%  | 19,330                                              | 46%  | 4.0%                               | -2.0%        |
| Camping                                                                        | 28,183                                                          | 100% | 38,572                                      | 100% | 40,244                                              | 100% | 42.8%                              | 4.3%         |
| <i>Casual (1-7 times)</i>                                                      | 21,031                                                          | 75%  | 29,060                                      | 75%  | 30,362                                              | 75%  | 44.4%                              | 4.5%         |
| <i>Core(8+ times)</i>                                                          | 7,153                                                           | 25%  | 9,513                                       | 25%  | 9,882                                               | 25%  | 38.2%                              | 3.9%         |
| Wildlife Viewing (>1/4 mile of Vehicle/Home)                                   | 20,040                                                          | 100% | 21,118                                      | 100% | 21,899                                              | 100% | 9.3%                               | 3.7%         |
| Camping (Recreational Vehicle)                                                 | 15,426                                                          | 100% | 16,497                                      | 100% | 16,460                                              | 100% | 6.7%                               | -0.2%        |
| <i>Casual (1-7 times)</i>                                                      | 8,420                                                           | 55%  | 9,801                                       | 59%  | 9,886                                               | 60%  | 17.4%                              | 0.9%         |
| <i>Core(8+ times)</i>                                                          | 7,006                                                           | 45%  | 6,695                                       | 41%  | 6,574                                               | 40%  | -6.2%                              | -1.8%        |
| Birdwatching (>1/4 mile of Vehicle/Home)                                       | 12,817                                                          | 100% | 16,423                                      | 100% | 16,954                                              | 100% | 32.3%                              | 3.2%         |
| Fishing (Saltwater)                                                            | 13,193                                                          | 100% | 15,039                                      | 100% | 15,065                                              | 100% | 14.2%                              | 0.2%         |
| <i>Casual (1-7 times)</i>                                                      | 7,947                                                           | 60%  | 9,904                                       | 66%  | 9,812                                               | 65%  | 23.5%                              | -0.9%        |
| <i>Core(8+ times)</i>                                                          | 5,246                                                           | 40%  | 5,135                                       | 34%  | 5,253                                               | 35%  | 0.1%                               | 2.3%         |
| Backpacking Overnight                                                          | 10,660                                                          | 100% | 9,994                                       | 100% | 9,988                                               | 100% | -6.3%                              | -0.1%        |
| Skateboarding                                                                  | 6,610                                                           | 100% | 8,923                                       | 100% | 9,280                                               | 100% | 40.4%                              | 4.0%         |
| <i>Casual (1-25 times)</i>                                                     | 4,265                                                           | 65%  | 6,504                                       | 73%  | 6,792                                               | 73%  | 59.2%                              | 4.4%         |
| <i>Core(26+ times)</i>                                                         | 2,345                                                           | 35%  | 2,418                                       | 27%  | 2,488                                               | 27%  | 6.1%                               | 2.9%         |
| Bicycling (Mountain)                                                           | 8,622                                                           | 100% | 9,289                                       | 100% | 9,241                                               | 100% | 7.2%                               | -0.5%        |
| <i>Casual (1-12 times)</i>                                                     | 4,319                                                           | 50%  | 5,434                                       | 58%  | 5,302                                               | 57%  | 22.8%                              | -2.4%        |
| <i>Core(13+ times)</i>                                                         | 4,302                                                           | 50%  | 3,854                                       | 41%  | 3,938                                               | 43%  | -8.5%                              | 2.2%         |
| Fishing (Fly)                                                                  | 7,014                                                           | 100% | 8,077                                       | 100% | 7,951                                               | 100% | 13.4%                              | -1.6%        |
| <i>Casual (1-7 times)</i>                                                      | 4,493                                                           | 64%  | 5,417                                       | 67%  | 5,305                                               | 67%  | 18.1%                              | -2.1%        |
| <i>Core(8+ times)</i>                                                          | 2,521                                                           | 36%  | 2,659                                       | 33%  | 2,646                                               | 33%  | 5.0%                               | -0.5%        |
| Archery                                                                        | 7,449                                                           | 100% | 7,662                                       | 100% | 7,787                                               | 100% | 4.5%                               | 1.6%         |
| <i>Casual (1-25 times)</i>                                                     | 6,309                                                           | 85%  | 6,483                                       | 85%  | 6,571                                               | 84%  | 4.2%                               | 1.4%         |
| <i>Core(26+ times)</i>                                                         | 1,140                                                           | 15%  | 1,179                                       | 15%  | 1,216                                               | 16%  | 6.7%                               | 3.1%         |
| Climbing (Indoor)                                                              | 5,309                                                           | 100% | 6,356                                       | 100% | 6,256                                               | 100% | 17.8%                              | -1.6%        |
| Roller Skating, In-Line                                                        | 4,816                                                           | 100% | 5,201                                       | 100% | 5,581                                               | 100% | 15.9%                              | 7.3%         |
| <i>Casual (1-12 times)</i>                                                     | 3,474                                                           | 72%  | 3,840                                       | 74%  | 4,239                                               | 76%  | 22.0%                              | 10.4%        |
| <i>Core(13+ times)</i>                                                         | 1,342                                                           | 28%  | 1,361                                       | 26%  | 1,342                                               | 24%  | 0.0%                               | -1.4%        |
| Bicycling (BMX)                                                                | 3,648                                                           | 100% | 4,462                                       | 100% | 4,722                                               | 100% | 29.4%                              | 5.8%         |
| <i>Casual (1-12 times)</i>                                                     | 2,257                                                           | 62%  | 3,130                                       | 70%  | 3,351                                               | 71%  | 48.5%                              | 7.1%         |
| <i>Core(13+ times)</i>                                                         | 1,392                                                           | 38%  | 1,332                                       | 30%  | 1,371                                               | 29%  | -1.5%                              | 2.9%         |
| Climbing (Sport/Boulder)                                                       | 2,183                                                           | 100% | 2,544                                       | 100% | 2,674                                               | 100% | 22.5%                              | 5.1%         |
| Climbing (Traditional/Ice/Mountaineering)                                      | 2,400                                                           | 100% | 2,568                                       | 100% | 2,577                                               | 100% | 7.4%                               | 0.4%         |
| Adventure Racing                                                               | 2,143                                                           | 100% | 1,808                                       | 100% | 1,839                                               | 100% | -14.2%                             | 1.7%         |
| <i>Casual (1 time)</i>                                                         | 549                                                             | 26%  | 405                                         | 22%  | 454                                                 | 25%  | -17.3%                             | 12.1%        |
| <i>Core(2+ times)</i>                                                          | 1,595                                                           | 74%  | 1,403                                       | 78%  | 1,385                                               | 75%  | -13.2%                             | -1.3%        |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                                 |      |                                             |      |                                                     |      |                                    |              |
| Participation Growth/Decline:                                                  | Large Increase<br>(greater than 25%)                            |      | Moderate Increase<br>(0% to 25%)            |      | Moderate Decrease<br>(0% to -25%)                   |      | Large Decrease<br>(less than -25%) |              |
| Core vs Casual Distribution:                                                   | Evenly Divided between Core and Casual<br>Participants (45-55%) |      | Moderate Amount of Participants<br>(56-74%) |      | Majority Amount of<br>Participants (75% or greater) |      |                                    |              |



## Aquatics

| National Participatory Trends - Aquatics                                       |                                                                 |      |                                          |      |                                                     |      |                                    |              |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------|------|------------------------------------------|------|-----------------------------------------------------|------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                            |      |                                          |      |                                                     |      | % Change                           |              |
|                                                                                | 2019                                                            |      | 2023                                     |      | 2024                                                |      | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                               | %    | #                                        | %    | #                                                   | %    |                                    |              |
| <b>Swimming (Fitness)</b>                                                      | 28,219                                                          | 100% | 28,173                                   | 100% | 29,477                                              | 100% | 2.2%                               | 7.2%         |
| <i>Casual (1-49 times)</i>                                                     | 19,480                                                          | 69%  | 20,620                                   | 73%  | 21,813                                              | 74%  | 10.1%                              | 9.5%         |
| <i>Core(50+ times)</i>                                                         | 8,739                                                           | 31%  | 7,553                                    | 27%  | 7,664                                               | 26%  | -14.6%                             | 1.5%         |
| <b>Aquatic Exercise</b>                                                        | 11,189                                                          | 100% | 11,307                                   | 100% | 11,782                                              | 100% | 7.5%                               | 5.9%         |
| <i>Casual (1-49 times)</i>                                                     | 8,006                                                           | 72%  | 9,298                                    | 82%  | 9,711                                               | 82%  | 25.8%                              | 7.8%         |
| <i>Core(50+ times)</i>                                                         | 3,183                                                           | 28%  | 2,009                                    | 18%  | 2,070                                               | 18%  | -35.8%                             | -2.0%        |
| <b>Swimming on a Team</b>                                                      | 2,822                                                           | 100% | 3,327                                    | 100% | 3,465                                               | 100% | 9.3%                               | 14.6%        |
| <i>Casual (1-49 times)</i>                                                     | 1,529                                                           | 54%  | 2,280                                    | 69%  | 2,495                                               | 72%  | 35.9%                              | 19.0%        |
| <i>Core(50+ times)</i>                                                         | 1,293                                                           | 46%  | 1,047                                    | 31%  | 970                                                 | 28%  | -23.4%                             | 6.0%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                                 |      |                                          |      |                                                     |      |                                    |              |
| <b>Participation Growth/Decline:</b>                                           | Large Increase<br>(greater than 25%)                            |      | Moderate Increase<br>(0% to 25%)         |      | Moderate Decrease<br>(0% to -25%)                   |      | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>                                            | Evenly Divided between Core and Casual<br>Participants (45-55%) |      | Moderate Amount of Participants (56-74%) |      | Majority Amount of Participants (75% or<br>greater) |      |                                    |              |

## Water Sports/Activities

| National Participatory Trends - Water Sports / Activities                      |                                                                 |      |                                          |      |                                                     |      |                                    |              |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------|------|------------------------------------------|------|-----------------------------------------------------|------|------------------------------------|--------------|
| Activity                                                                       | Participation Levels                                            |      |                                          |      |                                                     |      | % Change                           |              |
|                                                                                | 2019                                                            |      | 2023                                     |      | 2024                                                |      | 5-Year Trend                       | 1-Year Trend |
|                                                                                | #                                                               | %    | #                                        | %    | #                                                   | %    |                                    |              |
| <b>Kayaking (Recreational)</b>                                                 | 11,382                                                          | 100% | 14,726                                   | 100% | 15,128                                              | 100% | 32.9%                              | 2.7%         |
| <b>Canoeing</b>                                                                | 8,995                                                           | 100% | 9,999                                    | 100% | 10,111                                              | 100% | 12.4%                              | 1.1%         |
| <b>Snorkeling</b>                                                              | 7,659                                                           | 100% | 7,489                                    | 100% | 7,696                                               | 95%  | 0.5%                               | 2.8%         |
| <i>Casual (1-7 times)</i>                                                      | 6,192                                                           | 81%  | 6,086                                    | 81%  | 6,337                                               | 82%  | 2.3%                               | 4.1%         |
| <i>Core(8+ times)</i>                                                          | 1,468                                                           | 19%  | 1,403                                    | 19%  | 951                                                 | 12%  | -35.2%                             | -32.2%       |
| <b>Jet Skiing</b>                                                              | 5,108                                                           | 100% | 5,759                                    | 100% | 5,978                                               | 100% | 17.0%                              | 3.8%         |
| <i>Casual (1-7 times)</i>                                                      | 3,684                                                           | 72%  | 4,490                                    | 78%  | 4,664                                               | 78%  | 26.6%                              | 3.9%         |
| <i>Core(8+ times)</i>                                                          | 1,423                                                           | 28%  | 1,269                                    | 22%  | 1,314                                               | 22%  | -7.7%                              | 3.5%         |
| <b>Stand-Up Paddling</b>                                                       | 3,562                                                           | 100% | 4,129                                    | 100% | 4,402                                               | 100% | 23.6%                              | 6.6%         |
| <b>Rafting</b>                                                                 | 3,438                                                           | 100% | 4,050                                    | 100% | 4,245                                               | 100% | 23.5%                              | 4.8%         |
| <b>Surfing</b>                                                                 | 2,964                                                           | 100% | 3,993                                    | 100% | 4,230                                               | 100% | 42.7%                              | 5.9%         |
| <i>Casual (1-7 times)</i>                                                      | 2,001                                                           | 68%  | 2,655                                    | 66%  | 2,937                                               | 69%  | 46.8%                              | 10.6%        |
| <i>Core(8+ times)</i>                                                          | 962                                                             | 32%  | 1,338                                    | 34%  | 1,293                                               | 31%  | 34.4%                              | -3.4%        |
| <b>Sailing</b>                                                                 | 3,618                                                           | 100% | 4,100                                    | 100% | 4,226                                               | 100% | 16.8%                              | 3.1%         |
| <i>Casual (1-7 times)</i>                                                      | 2,477                                                           | 68%  | 3,117                                    | 76%  | 3,276                                               | 78%  | 32.3%                              | 5.1%         |
| <i>Core(8+ times)</i>                                                          | 1,141                                                           | 32%  | 984                                      | 24%  | 951                                                 | 23%  | -16.7%                             | -3.4%        |
| <b>Water Skiing</b>                                                            | 3,203                                                           | 100% | 3,133                                    | 100% | 3,218                                               | 100% | 0.5%                               | 2.7%         |
| <i>Casual (1-7 times)</i>                                                      | 2,355                                                           | 74%  | 2,302                                    | 73%  | 2,408                                               | 75%  | 2.3%                               | 4.6%         |
| <i>Core(8+ times)</i>                                                          | 847                                                             | 26%  | 832                                      | 27%  | 810                                                 | 25%  | -4.4%                              | -2.6%        |
| <b>Scuba Diving</b>                                                            | 2,715                                                           | 100% | 3,063                                    | 100% | 3,148                                               | 100% | 15.9%                              | 2.8%         |
| <i>Casual (1-7 times)</i>                                                      | 2,016                                                           | 74%  | 2,374                                    | 78%  | 2,487                                               | 79%  | 23.4%                              | 4.8%         |
| <i>Core(8+ times)</i>                                                          | 699                                                             | 26%  | 689                                      | 22%  | 662                                                 | 21%  | -5.3%                              | -3.9%        |
| <b>Kayaking (White Water)</b>                                                  | 2,583                                                           | 100% | 2,995                                    | 100% | 3,075                                               | 100% | 19.0%                              | 2.7%         |
| <b>Kayaking (Sea/Touring)</b>                                                  | 2,652                                                           | 100% | 2,800                                    | 100% | 2,869                                               | 100% | 8.2%                               | 2.5%         |
| <b>Wakeboarding</b>                                                            | 2,729                                                           | 100% | 2,844                                    | 100% | 2,810                                               | 100% | 3.0%                               | -1.2%        |
| <i>Casual (1-7 times)</i>                                                      | 1,839                                                           | 67%  | 2,119                                    | 75%  | 2,122                                               | 76%  | 15.4%                              | 0.1%         |
| <i>Core(8+ times)</i>                                                          | 890                                                             | 33%  | 725                                      | 25%  | 688                                                 | 24%  | -22.7%                             | -5.1%        |
| <b>Boardsailing/Windsurfing</b>                                                | 1,405                                                           | 100% | 1,434                                    | 100% | 1,476                                               | 100% | 5.1%                               | 2.9%         |
| <i>Casual (1-7 times)</i>                                                      | 1,112                                                           | 79%  | 1,162                                    | 81%  | 1,192                                               | 81%  | 7.2%                               | 2.6%         |
| <i>Core(8+ times)</i>                                                          | 292                                                             | 21%  | 272                                      | 19%  | 284                                                 | 19%  | -2.7%                              | 4.4%         |
| NOTE: Participation figures are in 000's for the US population ages 6 and over |                                                                 |      |                                          |      |                                                     |      |                                    |              |
| <b>Participation Growth/Decline:</b>                                           | Large Increase<br>(greater than 25%)                            |      | Moderate Increase<br>(0% to 25%)         |      | Moderate Decrease<br>(0% to -25%)                   |      | Large Decrease<br>(less than -25%) |              |
| <b>Core vs Casual Distribution:</b>                                            | Evenly Divided between Core and Casual<br>Participants (45-55%) |      | Moderate Amount of Participants (56-74%) |      | Majority Amount of Participants (75% or<br>greater) |      |                                    |              |