Demographics and Trends Analysis

Introduction

A key component of the Master Plan for Parks and Recreation is a Demographics and Recreation Trends Analysis. The purpose of this analysis is to provide the Sioux Falls Parks and Recreation Department ("Department") with insight into the makeup of the population they serve and identify market trends in recreation. The report also helps to quantify the market in and around the City of Sioux Falls, South Dakota ("City") and assists in providing a better understanding of the population the City is providing parks, facilities, and services to align with the needs of residents.

1.1.1 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 City 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's need for parks, trails, facilities, and recreation programs. This assessment 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 and could have a significant bearing on the validity of projected figures. **Figure 1** provides an overview of the City's populace based on current estimates of the 2024 population. A further analysis of each of these demographic characteristics can be found in **Section 1.1.3**.

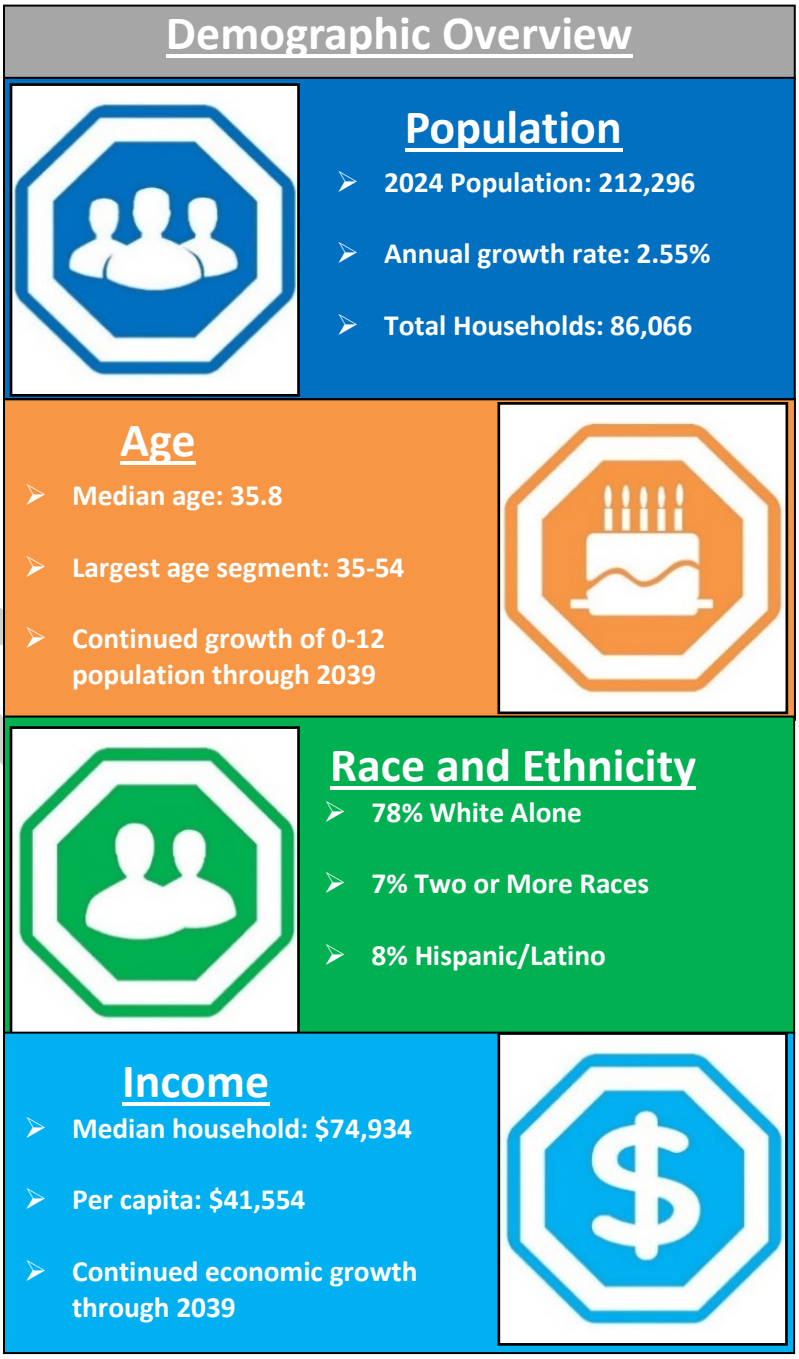


Figure 1: Demographic Overview of Sioux Falls, SD

1.1.2 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2024 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).

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.

Census 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."

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

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DEMOGRAPHIC ANALYSIS BOUNDARY

The Sioux Falls boundaries shown below were utilized for the demographic analysis **(Figure 2).**

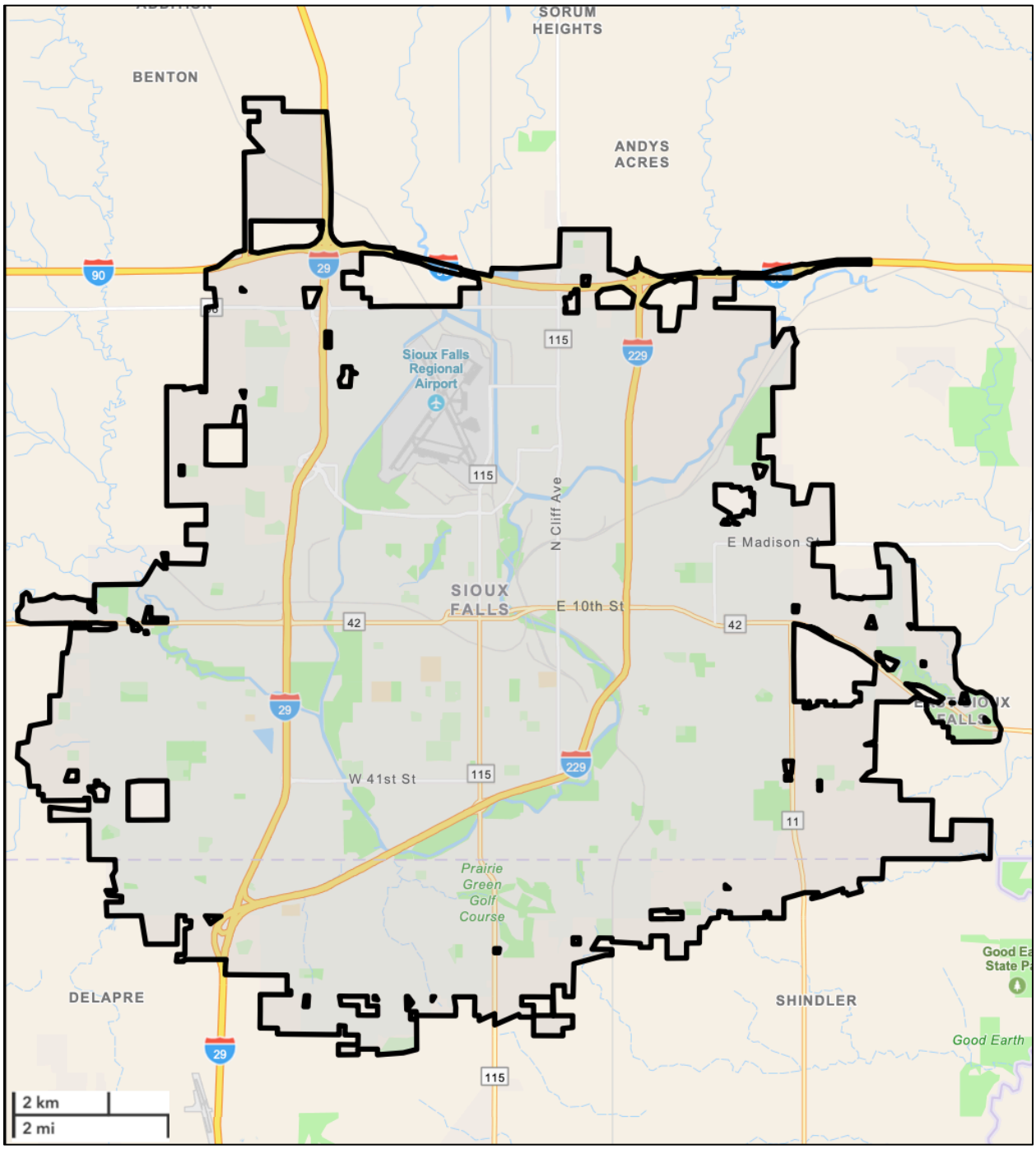


Figure 2: Service Area Boundaries

1.1.3 CITY POPULACE

POPULATION

The City has a rapidly growing population with a minimal increase in yearly increase from 2020 to 2024. In fact, the population has increased from 154,146 in 2010 to an estimated **212,296 in 2024**. The City's population is expected to continue to grow significantly in the following 15 years, where it is projected to reach **271,505 residents by 2039 (Figure 3).** The total number of households has also grown at a rate proportional to the population growth, increasing from 61,810 in 2010 to an estimated **86,066 in 2024**. By 2039, it is estimated that there will be **110,555 total households** within Sioux Falls, which is likely to continue growing **(Figure 4)**.

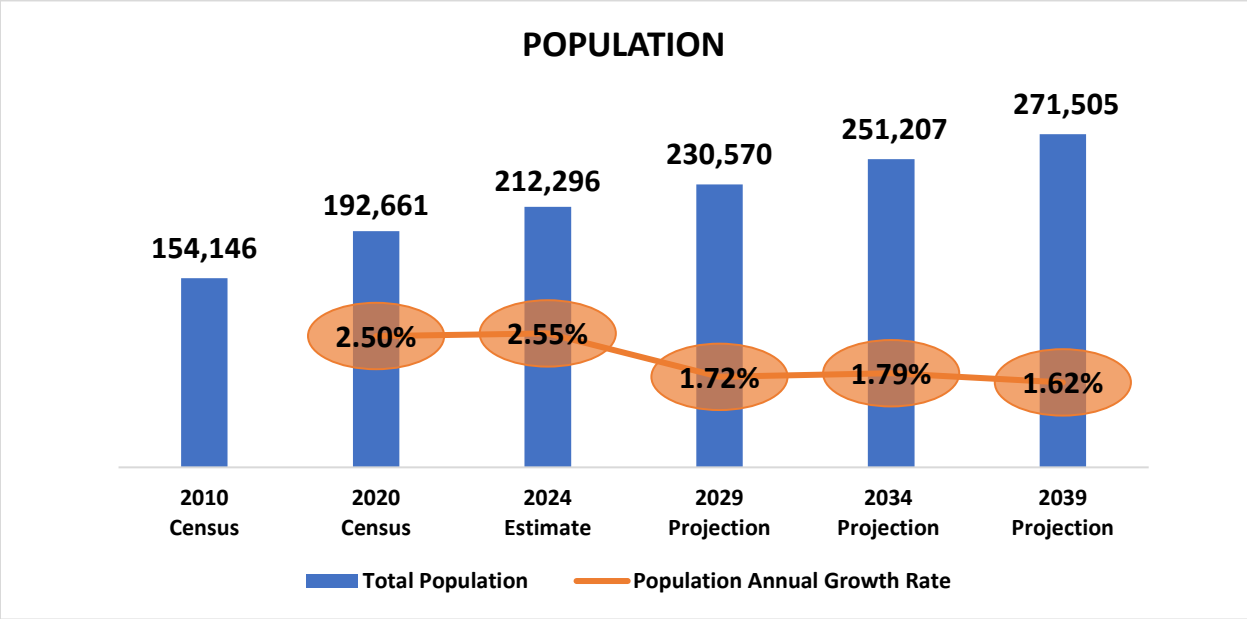


Figure 3: Sioux Falls' Total Population and Annual Growth Rate

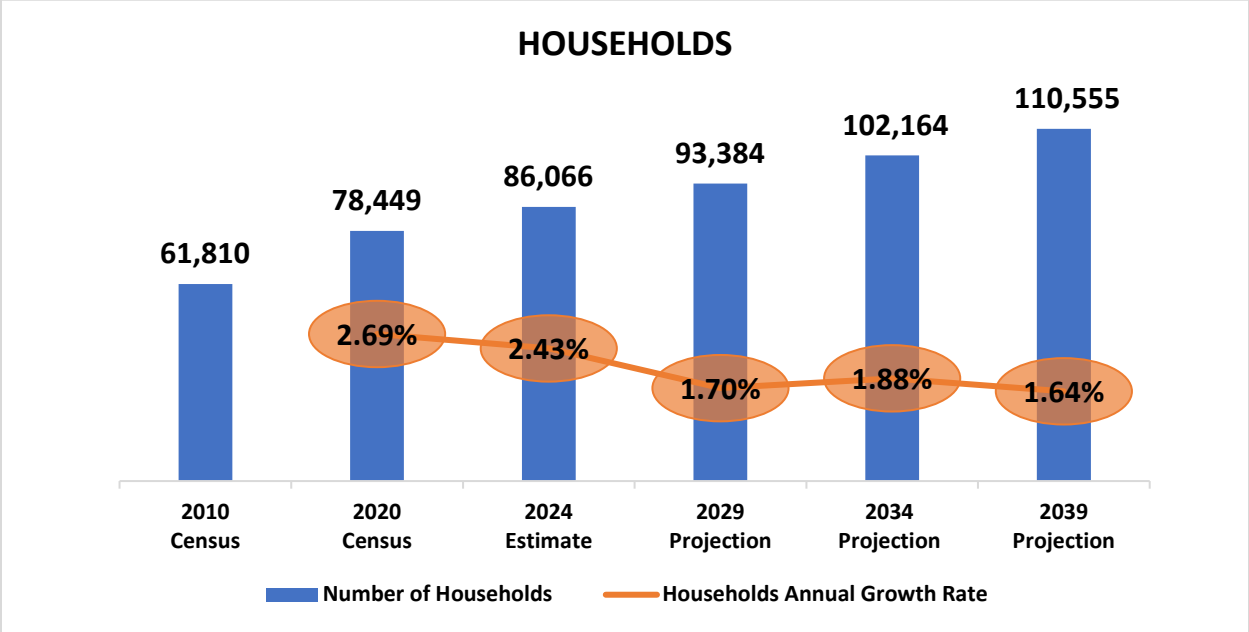


Figure 4: Sioux Falls' Total Households and Annual Growth Rate

AGE SEGMENTATION

The largest age segments of the City's current population are **35-54** (25%), **18-34** (25%), and **0-12** (18%), comprising a relatively well-distributed population. Within the community, there is an aging trend with people between the ages of 18-34, decreasing from 31% of the population in 2010 to **21% of the population by 2039**, while the 65-74 and 75+ age groups project a 4% increase from 2020 to 2039. Similarly, the median age has risen from 33.7 in 2010 to **35.8 in 2024** and is projected to continue increasing in the coming years. Therefore, the amenities updated and developed for the City should likely be designed to appeal to an increasing middle-aged to older adult demographic. Determining whether or not the population is more active or inactive will help the department plan out new programs that aligns with the City's aging demographic **(Figure 5)**.

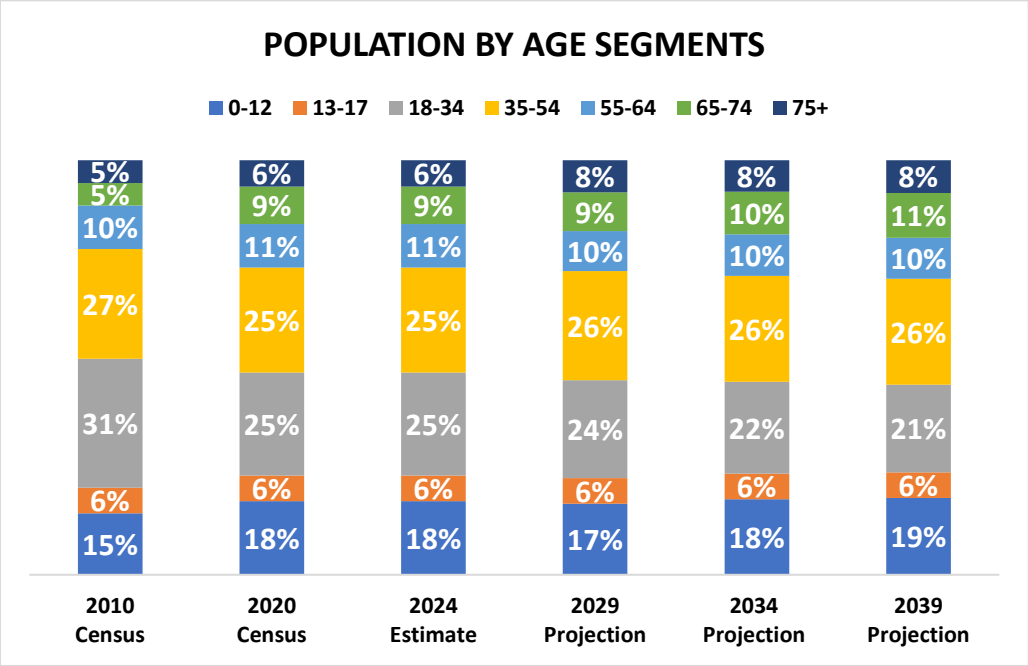


Figure 5: Sioux Falls' Population by Age Segments

RACE

Analyzing race, the City's current population makeup is **majority White Alone**, with the 2024 estimate showing 78% of the population being White Alone, along with **'Two or More Races'** (7%), **'Black or African American Alone'** (7%), and **'Some Other Race'** (3%) representing the next largest categories. Predictions for 2029 and beyond expect the population to stay roughly the same, with a slight increase in the diversity of the population. This diversity will be led by increases in the **'Two or More Races', 'Some Other Race', and Black or African American Alone** categories. **(Figure 6).**

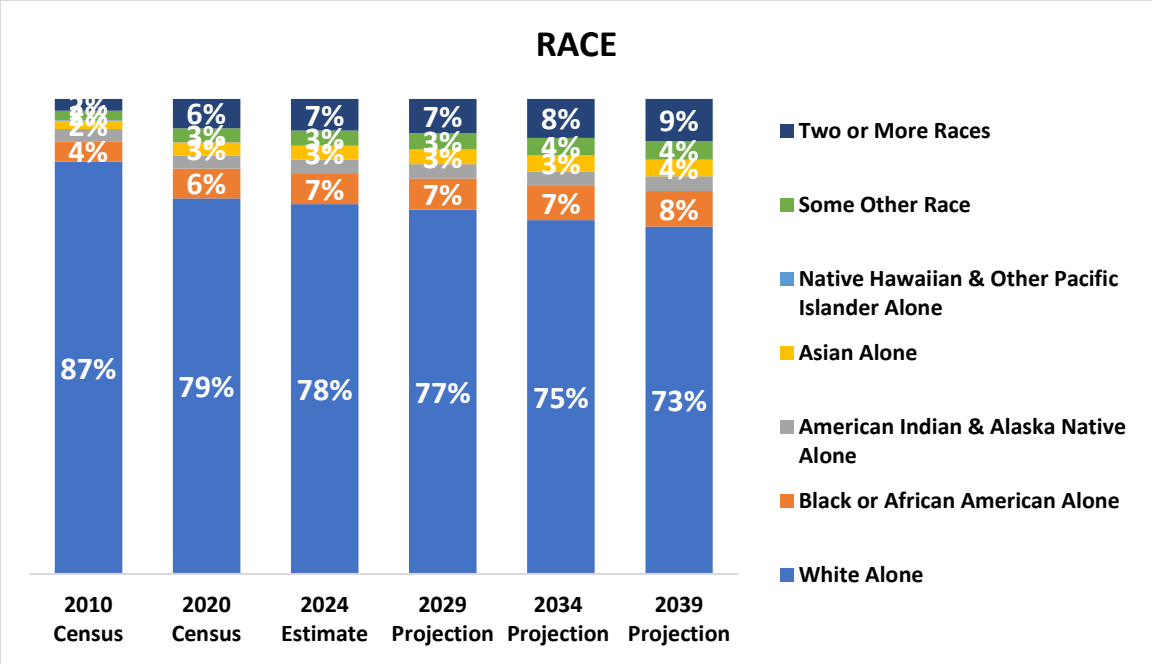


Figure 6: Sioux Falls' Population by Race

ETHNICITY

The City'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 **7% of Sioux Falls' population**, which is below the national average (19% Hispanic/Latino), but above the South Dakota average (4.9% Hispanic/Latino). The City's Hispanic/Latino population has experienced a slight increase over time and is expected to continue growing to **9% of the City's total population by 2039 (Figure 7).**

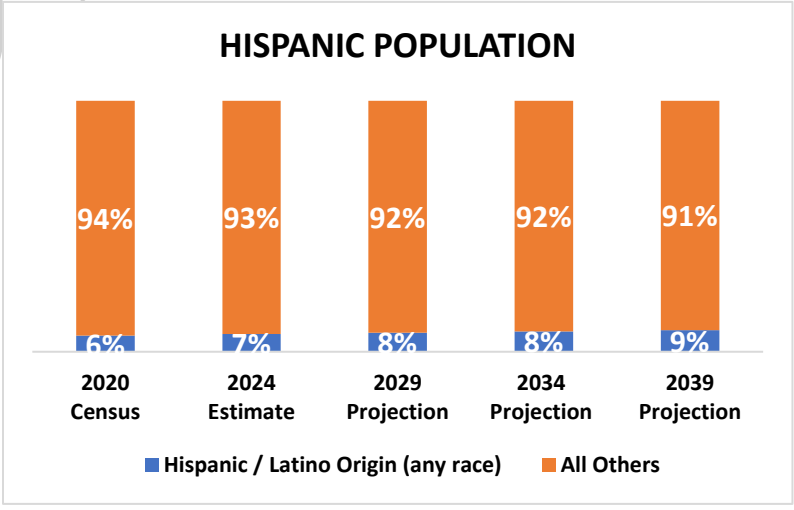


Figure 7: Sioux Falls' Hispanic Population

INCOME CHARACTERISTICS

When analyzing income, the per capita income is that earned by an individual while the median household income is based on the total income of everyone over the age of sixteen living within the same household. The City's **per capita income ($41,554)** and **median household income ($74,934)** is slightly above the South Dakota average ($37,979). The City projections show an increase in both median household and per capita income, where the averages are expected to increase to **$60,163 and $114,810 respectively by 2039**. These income projections should be taken into consideration when the Department is establishing an appropriate fee structure for programs and services (**Figures 8 and 9).**

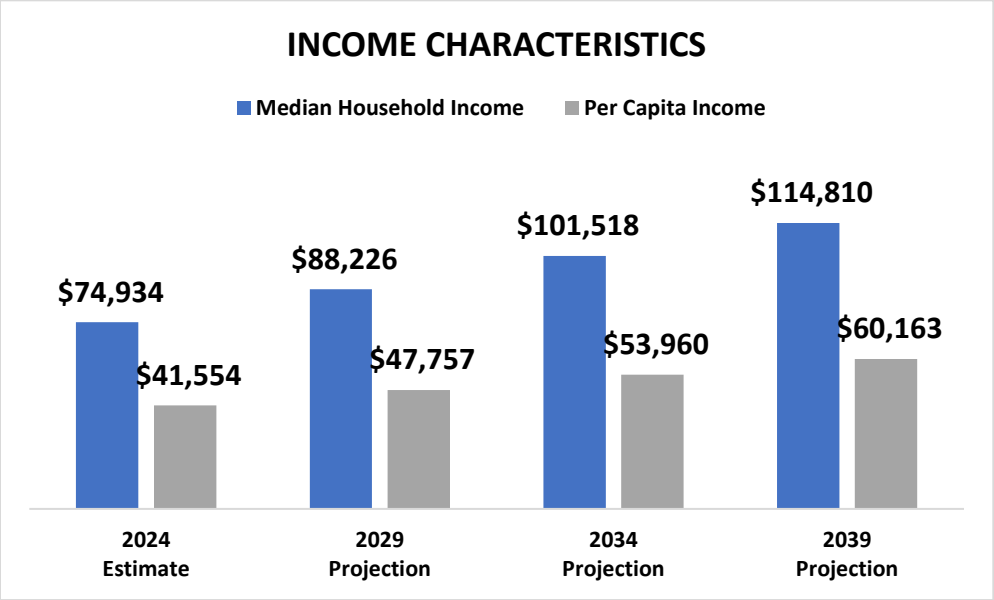


Figure 8: Income Characteristics of Sioux Falls

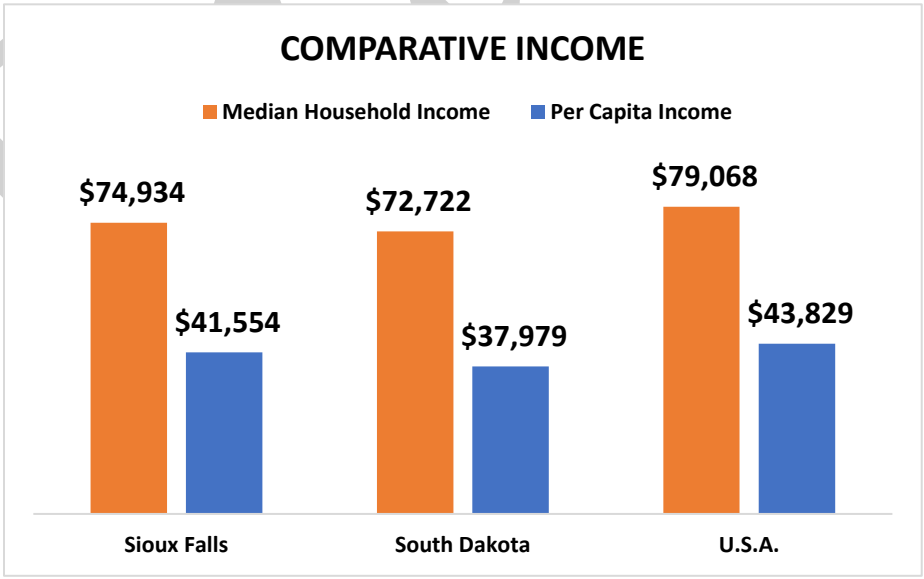


Figure 9: Comparative Income Characteristics of Sioux Falls

HEALTH AND DIET

When analyzing health and diet, the City displays a relatively healthy population compared South Dakota and the United States. According to a **CDC analysis based on population in 2022**, The City's population displays a smaller population proportion that has Arthritis (22.9%), Poor Mental Health (13.6%), and Poor Physical Health (9.8%) than the State and Nation. However, from a dataset by **©2024 Esri**, the City's population is less likely to diet for certain health concerns. This could be due to the City's above average fitness participation discussed in the later **Recreation Trends Analysis**. The top priority of the population is Controlling Diet for Weight Loss (22.4%) which also exceeds the national average.

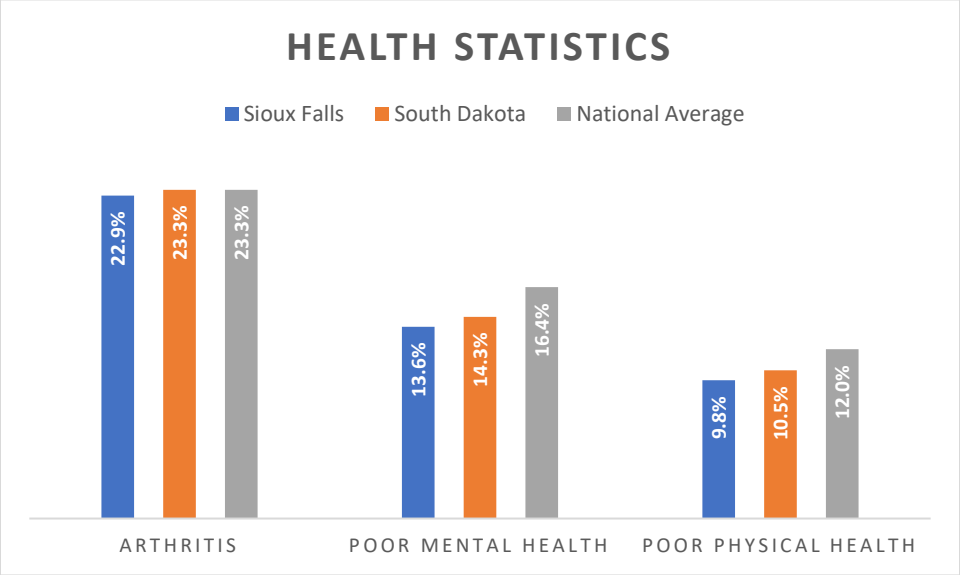


Figure 10: Health Statistics of Sioux Falls

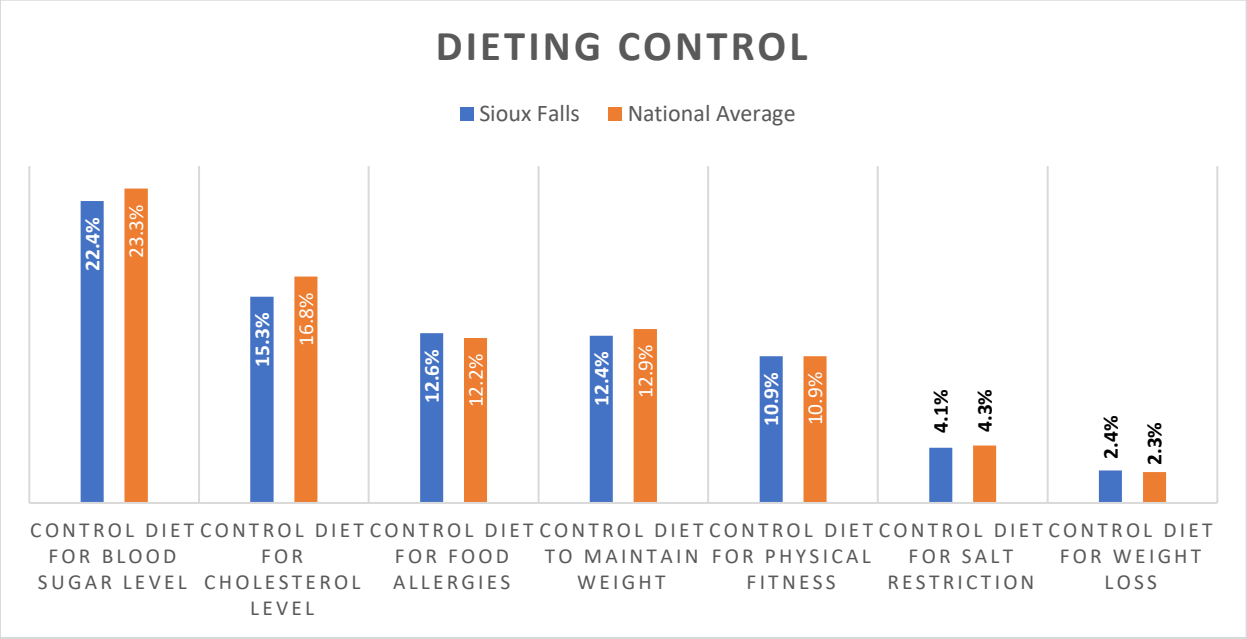


Figure 11: Dieting Control of Sioux Falls

DEMOGRAPHIC IMPLICATIONS

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

- The City's rising population trends may indicate a need to identify and understand the interests of all ages, especially **middle-aged and older adult, or senior populations**. The City has already taken steps to add more recreational activities on a year-round basis for the active adult population, such as exercise/yoga classes and recreational sports like pickleball through the Westside Recreation Center. It may prove to be beneficial to incorporate new nature trails for active adults to explore the rolling hills and riverbanks that the area is known for.

- The City's above-average household income characteristics in the State suggest **potential disposable income at the family level**. The Department should be mindful of this when establishing appropriate fees for programs and activities while still ensuring opportunities for lower-income households. The City should build this approach into a council-approved pricing policy for implementation defining the City's philosophy on pricing, guidelines the city staff will follow to determine pricing and financial assistance for those facing difficulties.

- In comparison to the United States average (0.70%), Sioux Falls had a **high annual growth rate from 2020 to 2024** (2.55%). However, the City's annual growth rate is projected to dip to 1.62% from 2024 to 2039, slowing a little, but still showing a continuation of the accelerated growth the community has seen in the past decade. This population growth should be considered and accounted for when planning new amenities and offerings for the community and the operational impact community growth will have on current services and lifecycle replacement, especially in area od the City with higher population density.

- Finally, the Department should ensure its **diversifying population is reflected in its offerings**, **marketing/communications, and public outreach**. With increasing diversity in both race and age, as well as uncommonly high population growth, the Department should remain prepared to change its offerings over time to remain culturally relevant for its diversifying user base.

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Recreation Trends Analysis

The Recreation Trends Analysis provides an understanding of national, regional, and local recreational trends as well recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association's (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

1.2.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

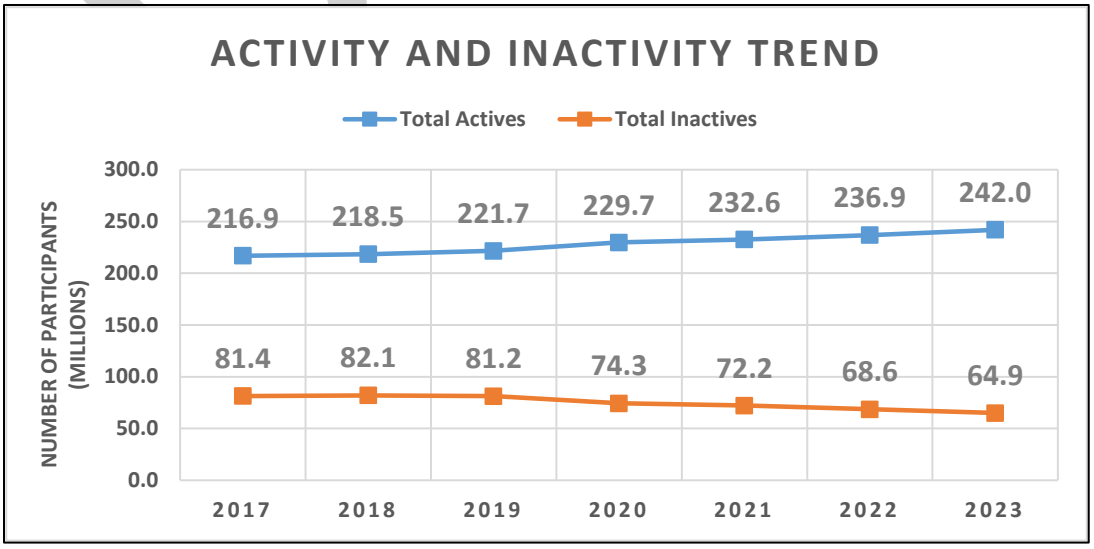
The Sports & Fitness Industry Association's (SFIA*) Sports, Fitness & Leisure Activities Topline Participation Report 2024* was utilized in evaluating the following trends:

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

The study is based on findings from surveys conducted in 2023 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 306,931,382 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.

1.2.2 OVERALL PARTICIPATION

Approximately 242 million people ages six and over reported being active in 2023, which is a 2.2% increase from 2022 and the greatest number of active Americans in the last 6 years. This is an indicator that Americans are continuing to make physical activity more of a priority in their lives. Outdoor activities continue to thrive, recreation facilities reopened. fitness at home maintains popularity, and team sports are slowly reaching pre-pandemic participation levels. The chart below depicts participation levels for active and inactive (those who engage in no physical activity) Americans over the past 6 years.

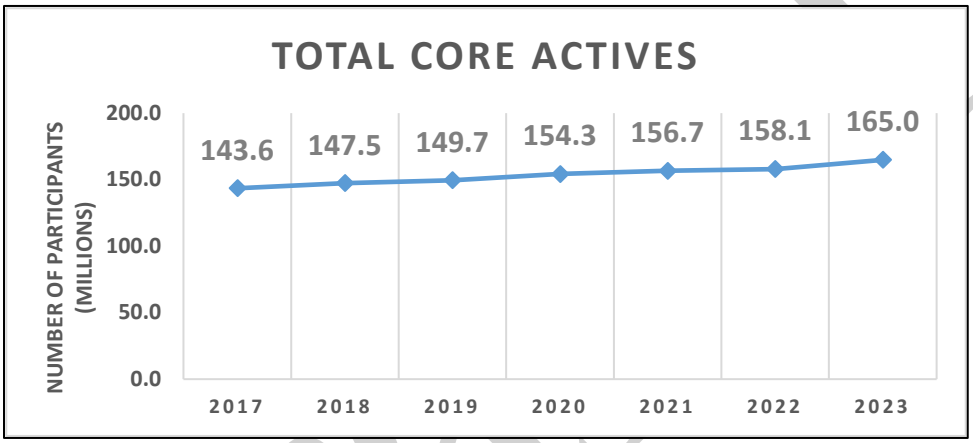


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CORE VS. CASUAL PARTICIPATION

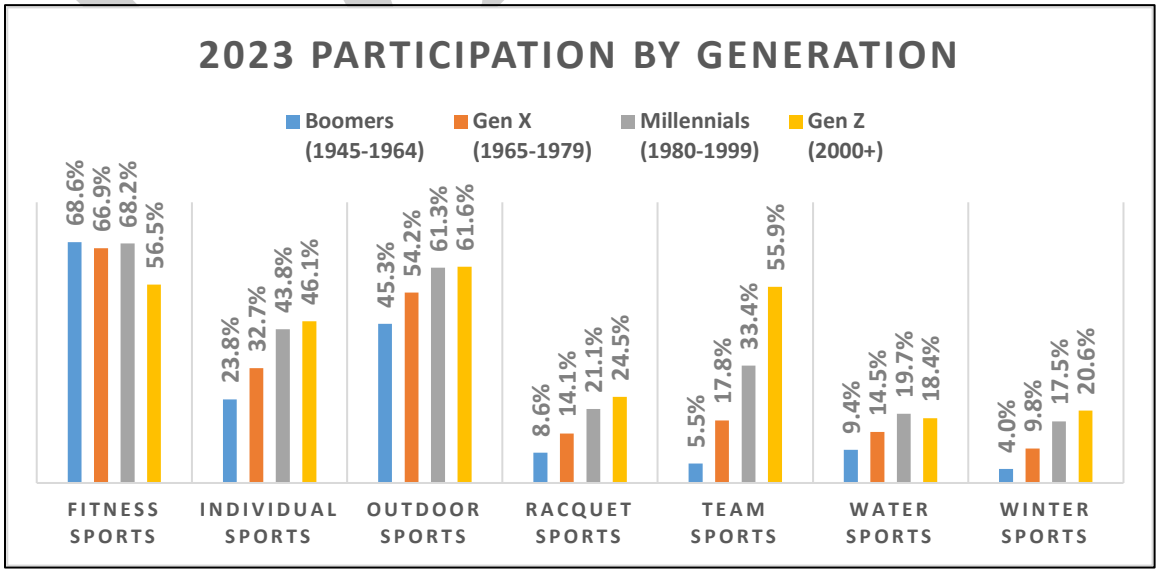
In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation 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 causal participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. Increasing for the sixth straight year, 165 million people were considered CORE participants in 2023.



PARTICIPATION BY GENERATION

The following chart shows 2023 participation rates by generation. Fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z and nearly a third of Gen X also 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 13.6 million participants in 2023 which is a 223.5% growth since 2020. The growth of pickleball participants (13.6 million) has nearly reached the size of outdoor soccer participants (14.1 million). Following the popularity of pickleball, every racquet sport except table tennis has also increased in total participation in 2023.
Group, full-body workout activities such as tai chi, barre and Pilates saw the biggest increase in participation this past year. Americans continued to practice yoga, workout with kettlebells, started indoor climbing, and while others took to the hiking trail. The waterways traffic had increases in participation in all activities in the past year.

Over two-thirds (67.8%) of American's participated in fitness sports followed by over half (57.3%) of Americans participated in outdoor sports. Total participation for fitness, team, outdoor, racquet, water and winter sports are higher than their pre-pandemic participation rates. Individual sports are the only category still not at their pre-pandemic participation levels (45% in 2019 currently at 42.1% in 2023).

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1.2.3 NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were basketball (29.7 million), golf (26.6 million), and tennis (23.8 million) which have participation figures well more than the other activities within the general sports category. Playing golf at an entertainment venue (18.5 million) and baseball (16.7 million) round out the top five.

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or golf entertainment venues have increased drastically (99%) as a 5-year trend, using golf entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



BASKETBALL	GOLF	TENNIS	GOLF VENUE	BASEBALL
29.7 MILLION	26.6 MILLION	23.8 MILLION	18.5 MILLION	16.7 MILLION

FIVE-YEAR TREND

Since 2018, pickleball (311.5%), golf - entertainment venues (99.0%), and tennis (33.6%) have shown the largest increase in participation. Similarly, outdoor soccer (23.4%) and basketball (22.7%) have also experienced significant growth. Based on the five-year trend from 2018-2023, the sports that are most rapidly declining in participation include roller hockey (-28.7%), rugby (-28.7%), and ultimate frisbee (-23.0%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with pickleball (51.8%) and golf - entertainment venues (18.8%) experiencing some of the greatest increases in participation this past year. Other top one-year increases include court volleyball (13.3%), ice hockey (9.6%), and cheerleading (8.3%).

Sports that have seen moderate 1-year increases, but 5-year decreases are cheerleading (8.3%), track and field (5.8%), lacrosse (5.5%) and slow-pitch softball (5.3%). This could be a result of coming out of the COVID-19 pandemic and team program participation on the rise. Like their 5-year trend, roller hockey (-9.6%), sand/beach volleyball (-5.1%), and rugby (-4.6%) have seen decreases in participation over the last year.

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CORE VS. CASUAL TRENDS IN GENERAL SPORTS

General sport activities, basketball, court volleyball, and slow pitch softball have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). Due to the COVID-19 pandemic, most activities showed a decrease in their percentage of core participants, but these percentages for core users 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**	
	2018	**2022**	**2023**	**5-Year Trend**	**1-Year Trend**
Basketball	24,225	28,149	29,725	22.7%	5.6%
Golf (9 or 18-Hole Course)	24,240	25,566	26,565	9.6%	3.9%
Tennis	17,841	23,595	23,835	33.6%	1.0%
Golf (Entertainment Venue)	9,279	15,540	18,464	99.0%	18.8%
Baseball	15,877	15,478	16,655	4.9%	7.6%
Soccer (Outdoor)	11,405	13,018	14,074	23.4%	8.1%
Pickleball	3,301	8,949	13,582	311.5%	51.8%
Football (Flag)	6,572	7,104	7,266	10.6%	2.3%
Volleyball (Court)	6,317	6,092	6,905	9.3%	13.3%
Badminton	6,337	6,490	6,513	2.8%	0.4%
Softball (Slow Pitch)	7,386	6,036	6,356	-13.9%	5.3%
Soccer (Indoor)	5,233	5,495	5,909	12.9%	7.5%
Football (Tackle)	5,157	5,436	5,618	8.9%	3.3%
Football (Touch)	5,517	4,843	4,949	-10.3%	2.2%
Gymnastics	4,770	4,569	4,758	-0.3%	4.1%
Volleyball (Sand/Beach)	4,770	4,128	3,917	-17.9%	-5.1%
Track and Field	4,143	3,690	3,905	-5.7%	5.8%
Cheerleading	3,841	3,507	3,797	-1.1%	8.3%
Racquetball	3,480	3,521	3,550	2.0%	0.8%
Ice Hockey	2,447	2,278	2,496	2.0%	9.6%
Softball (Fast Pitch)	2,303	2,146	2,323	0.9%	8.2%
Wrestling	1,908	2,036	2,121	11.2%	4.2%
Ultimate Frisbee	2,710	2,142	2,086	-23.0%	-2.6%
Lacrosse	2,098	1,875	1,979	-5.7%	5.5%
Squash	1,285	1,228	1,315	2.3%	7.1%
Roller Hockey	1,734	1,368	1,237	-28.7%	-9.6%
Rugby	1,560	1,166	1,112	-28.7%	-4.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.2.4 NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2023 were those that could be done in multiple environments such as at home, gym or in a virtual class setting. The activities with the most participation was walking for fitness (114.0 million), treadmill (54.8 million), free weights (53.9 million), running/jogging (48.3 million), and yoga (34.2 million).



WALKING FOR FITNESS	TREADMILL	FREE WEIGHTS	RUNNING/ JOGGING	YOGA
114.0 MILLION	54.8 MILLION	53.9 MILLION	48.3 MILLION	34.2 MILLION

FIVE-YEAR TREND

Over the last five years (2018-2023), the activities growing at the highest rate were trail running (48.7%), Pilates training (30.6%), barre (21.6%) and yoga (19.1%). Over the same period, the activities that have undergone the biggest decline in participation include group stationary cycling (-34%), cross-training style workout (-29.5%) and traditional/road triathlons (-19.8%).

ONE-YEAR TREND

In the last year, fitness activities with the largest gains in participation were group-related, slow, intentional movements activities, tai chi (16.3%), Pilates training (15.0%), and barre (12.9%). This 1-year trend is another indicator that participants feel safe returning to group-related activities. Trail running (12.3%) 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 boxing/MMA for fitness (-14.4%), traditional/road triathlons (-2.4%) and weight/resistant machines (-1.9%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

Participants of walking for fitness are mostly core users (participating 50+ times) and have seen a 1.3% growth in the last five years. *Please see **Appendix A** for the full core vs. casual participation breakdown.*

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National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Walking for Fitness	111,001	114,759	114,039	2.7%	-0.6%
Treadmill	53,737	53,589	54,829	2.0%	2.3%
Free Weights (Dumbbells/Hand Weights)	51,291	53,140	53,858	5.0%	1.4%
Running/Jogging	49,459	47,816	48,305	-2.3%	1.0%
Yoga	28,745	33,636	34,249	19.1%	1.8%
Stationary Cycling (Recumbent/Upright)	36,668	32,102	32,628	-11.0%	1.6%
Weight/Resistant Machines	36,372	30,010	29,426	-19.1%	-1.9%
Free Weights (Barbells)	27,834	28,678	29,333	5.4%	2.3%
Elliptical Motion/Cross-Trainer	33,238	27,051	27,062	-18.6%	0.0%
Dance, Step, & Choreographed Exercise	22,391	25,163	26,241	17.2%	4.3%
Bodyweight Exercise	24,183	22,034	22,578	-6.6%	2.5%
High Impact/Intensity Training	21,611	21,821	21,801	0.9%	-0.1%
Trail Running	10,010	13,253	14,885	48.7%	12.3%
Rowing Machine	12,096	11,893	12,775	5.6%	7.4%
Stair Climbing Machine	15,025	11,677	12,605	-16.1%	7.9%
Pilates Training	9,084	10,311	11,862	30.6%	15.0%
Cross-Training Style Workout	13,338	9,248	9,404	-29.5%	1.7%
Boxing/MMA for Fitness	7,650	9,787	8,378	9.5%	-14.4%
Martial Arts	5,821	6,355	6,610	13.6%	4.0%
Stationary Cycling (Group)	9,434	6,268	6,227	-34.0%	-0.7%
Cardio Kickboxing	6,838	5,531	5,524	-19.2%	-0.1%
Boot Camp Style Cross-Training	6,695	5,192	5,434	-18.8%	4.7%
Barre	3,532	3,803	4,294	21.6%	12.9%
Tai Chi	3,761	3,394	3,948	5.0%	16.3%
Triathlon (Traditional/Road)	2,168	1,780	1,738	-19.8%	-2.4%
Triathlon (Non-Traditional/Off Road)	1,589	1,350	1,363	-14.2%	1.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

1.2.5 NATIONAL TRENDS IN OUTDOOR/ADVENTURE RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate rapid growth in participation regarding outdoor/adventure recreation activities. Much like general fitness activities, these activities encourage an active lifestyle, can be performed individually, and are not as limited by time constraints. In 2023, the most popular activities, in terms of total participants include day hiking (61.4 million), freshwater fishing (42.6 million), road bicycling (42.2 million), camping (38.6 million), and wildlife viewing (21.1 million).



DAY HIKING	FRESHWATER FISHING	ROAD BICYCLING	CAMPING	WILDLIFE VIEWING
61.4 MILLION	42.6 MILLION	42.2 MILLION	38.6 MILLION	21.1 MILLION

FIVE-YEAR TREND

From 2018-2023, camping (40.7%), birdwatching (33.0%), skateboarding (37.3%), BMX bicycling (29.7%), and day hiking (28.4%) has undergone large increases in participation. The five-year trend also shows that only two activities declined in participation, adventure racing (-18.4) and backpacking overnight (-5.2%).

ONE-YEAR TREND

The one-year trend shows most activities growing in participation from the previous year. The most rapid growth being indoor climbing (10.0%), BMX bicycling (6.7%), fly fishing (5.8%), and adventure racing (5.5%). Over the last year, the only activities that underwent decreases in participation were road bicycling (-3.0), overnight backpacking (-2.2%), RV camping (-2.0%), and skateboarding (-1.1%).

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.*

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National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Hiking (Day)	47,860	59,578	61,444	28.4%	3.1%
Fishing (Freshwater)	38,998	41,821	42,605	9.2%	1.9%
Bicycling (Road)	39,041	43,554	42,243	8.2%	-3.0%
Camping	27,416	37,431	38,572	40.7%	3.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,556	20,615	21,118	2.7%	2.4%
Camping (Recreational Vehicle)	15,980	16,840	16,497	3.2%	-2.0%
Birdwatching (>1/4 mile of Vehicle/Home)	12,344	15,818	16,423	33.0%	3.8%
Fishing (Saltwater)	12,830	14,344	15,039	17.2%	4.8%
Backpacking Overnight	10,540	10,217	9,994	-5.2%	-2.2%
Bicycling (Mountain)	8,690	8,916	9,289	6.9%	4.2%
Skateboarding	6,500	9,019	8,923	37.3%	-1.1%
Fishing (Fly)	6,939	7,631	8,077	16.4%	5.8%
Archery	7,654	7,428	7,662	0.1%	3.2%
Climbing (Indoor)	5,112	5,778	6,356	24.3%	10.0%
Roller Skating, In-Line	5,040	5,173	5,201	3.2%	0.5%
Bicycling (BMX)	3,439	4,181	4,462	29.7%	6.7%
Climbing (Traditional/Ice/Mountaineering)	2,541	2,452	2,569	1.1%	4.8%
Climbing (Sport/Boulder)	2,184	2,452	2,544	16.5%	3.8%
Adventure Racing	2,215	1,714	1,808	-18.4%	5.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

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1.2.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed a lifetime activity, which is why it continues to have such strong participation. In 2023, fitness swimming remained the overall leader in participation (28.2 million) amongst aquatic activities.



FITNESS SWIMMING	AQUATIC EXERCISE	SWIMMING ON A TEAM
28.2 MILLION	11.3 MILLION	3.3 MILLION

FIVE-YEAR TREND

Assessing the five-year trend, all three aquatic activities saw moderate increases in participation.

ONE-YEAR TREND

In 2023, all aquatic activities saw moderate increases in participation which can be asserted to facilities and programs returning to pre-COVID-19 pandemic levels. Swimming on a team (14.6%) saw the highest percentage increase in participation.

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**	
	2018	**2022**	**2023**	**5-Year Trend**	**1-Year Trend**
Swimming (Fitness)	27,575	26,272	28,173	2.2%	7.2%
Aquatic Exercise	10,518	10,676	11,307	7.5%	5.9%
Swimming on a Team	3,045	2,904	3,327	9.3%	14.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

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1.2.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVELS

The most popular water sports / activities based on total participants in 2023 were recreational kayaking (14.7 million), canoeing (10.0 million), and snorkeling (7.5 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	CANOEING	SNORKELING	JET SKIING	STAND-UP PADDLING
14.7 MILLION	10.0 MILLION	7.5 MILLION	5.8 MILLION	4.1 MILLION

FIVE-YEAR TREND

Over the last five years, surfing (38.9%), recreational kayaking (33.7%), stand-up paddling (19.6%) and rafting (19.0%) were the fastest growing water activities. From 2018-2023, activities declining in participation were water boardsailing/windsurfing (-7.8%), water skiing (-6.8%), snorkeling (-4.2%) and sea/touring kayaking (-0.2%).

ONE-YEAR TREND

In 2023, zero activities saw a decrease in participation. Activities which experienced the largest increases in participation include scuba diving (15.2%), sailing (12.9%), and rafting (12.7%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

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

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National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Kayaking (Recreational)	11,017	13,561	14,726	33.7%	8.6%
Canoeing	9,129	9,521	9,999	9.5%	5.0%
Snorkeling	7,815	7,376	7,489	-4.2%	1.5%
Jet Skiing	5,324	5,445	5,759	8.2%	5.8%
Stand-Up Paddling	3,453	3,777	4,129	19.6%	9.3%
Sailing	3,754	3,632	4,100	9.2%	12.9%
Rafting	3,404	3,595	4,050	19.0%	12.7%
Surfing	2,874	3,692	3,993	38.9%	8.2%
Water Skiing	3,363	3,040	3,133	-6.8%	3.1%
Scuba Diving	2,849	2,658	3,063	7.5%	15.2%
Kayaking (White Water)	2,562	2,726	2,995	16.9%	9.9%
Wakeboarding	2,796	2,754	2,844	1.7%	3.3%
Kayaking (Sea/Touring)	2,805	2,642	2,800	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	1,391	1,434	-7.8%	3.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

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Appendix A – Core vs. Casual Participation Trends

General Sports

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Basketball	**24,225**	**100%**	**28,149**	**100%**	**29,725**	**100%**	**22.7%**	**5.6%**
Casual (1-12 times)	9,335	39%	13,000	46%	14,405	48%	**54.3%**	**10.8%**
Core(13+ times)	14,890	61%	15,149	54%	15,320	52%	**2.9%**	**1.1%**
Golf (9 or 18-Hole Course)	**24,240**	**100%**	**25,566**	**100%**	**26,565**	**100%**	**9.6%**	**3.9%**
Tennis	**17,841**	**100%**	**23,595**	**100%**	**23,835**	**100%**	**33.6%**	**1.0%**
Golf (Entertainment Venue)	**9,279**	**100%**	**15,540**	**100%**	**18,464**	**100%**	**99.0%**	**18.8%**
Baseball	**15,877**	**100%**	**15,478**	**100%**	**16,655**	**100%**	**4.9%**	**7.6%**
Casual (1-12 times)	6,563	41%	7,908	51%	8,934	54%	**36.1%**	**13.0%**
Core (13+ times)	9,314	59%	7,570	49%	7,722	46%	**-17.1%**	**2.0%**
Soccer (Outdoor)	**11,405**	**100%**	**13,018**	**100%**	**14,074**	**100%**	**23.4%**	**8.1%**
Casual (1-25 times)	6,430	56%	7,666	59%	8,706	59%	**35.4%**	**13.6%**
Core (26+ times)	4,975	44%	5,352	41%	5,368	41%	**7.9%**	**0.3%**
Pickleball	**3,301**	**100%**	**8,949**	**100%**	**13,582**	**100%**	**311.5%**	**51.8%**
Casual (1-12 times)	2,011	61%	6,647	74%	8,736	74%	**334.4%**	**31.4%**
Core(13+ times)	1,290	39%	2,302	26%	4,846	26%	**275.7%**	**110.5%**
Football (Flag)	**6,572**	**100%**	**7,104**	**100%**	**7,266**	**100%**	**10.6%**	**2.3%**
Casual (1-12 times)	3,573	54%	4,573	64%	4,624	64%	**29.4%**	**1.1%**
Core(13+ times)	2,999	46%	2,531	36%	2,642	36%	**-11.9%**	**4.4%**
Core Age 6 to 17 (13+ times)	1,578	24%	1,552	22%	1,661	22%	**5.3%**	**7.0%**
Volleyball (Court)	**6,317**	**100%**	**6,092**	**100%**	**6,905**	**100%**	**9.3%**	**13.3%**
Casual (1-12 times)	2,867	45%	2,798	46%	3,481	50%	**21.4%**	**24.4%**
Core(13+ times)	3,450	55%	3,293	54%	3,425	50%	**-0.7%**	**4.0%**
Badminton	**6,337**	**100%**	**6,490**	**100%**	**6,513**	**100%**	**2.8%**	**0.4%**
Casual (1-12 times)	4,555	72%	4,636	71%	4,743	73%	**4.1%**	**2.3%**
Core(13+ times)	1,782	28%	1,855	29%	1,771	27%	**-0.6%**	**-4.5%**
Softball (Slow Pitch)	**7,386**	**100%**	**6,036**	**100%**	**6,356**	**100%**	**-13.9%**	**5.3%**
Casual (1-12 times)	3,281	44%	2,666	44%	2,939	46%	**-10.4%**	**10.2%**
Core(13+ times)	4,105	56%	3,370	56%	3,417	54%	**-16.8%**	**1.4%**
Soccer (Indoor)	**5,233**	**100%**	**5,495**	**100%**	**5,909**	**100%**	**12.9%**	**7.5%**
Casual (1-12 times)	2,452	47%	3,144	57%	3,411	57%	**39.1%**	**8.5%**
Core(13+ times)	2,782	53%	2,351	43%	2,498	43%	**-10.2%**	**6.3%**
Football (Tackle)	**5,157**	**100%**	**5,436**	**100%**	**5,618**	**100%**	**8.9%**	**3.3%**
Casual (1-25 times)	2,258	44%	3,120	57%	3,278	58%	**45.2%**	**5.1%**
Core(26+ times)	2,898	56%	2,316	43%	2,340	42%	**-19.3%**	**1.0%**
Core Age 6 to 17 (26+ times)	2,353	46%	2,088	38%	2,130	38%	**-9.5%**	**2.0%**
Football (Touch)	**5,517**	**100%**	**4,843**	**100%**	**4,949**	**100%**	**-10.3%**	**2.2%**
Casual (1-12 times)	3,313	60%	3,201	66%	3,301	67%	**-0.4%**	**3.1%**
Core(13+ times)	2,204	40%	1,642	34%	1,648	33%	**-25.2%**	**0.4%**
Gymnastics	**4,770**	**100%**	**4,569**	**100%**	**4,758**	**100%**	**-0.3%**	**4.1%**
Casual (1-49 times)	3,047	64%	3,095	68%	3,315	70%	**8.8%**	**7.1%**
Core(50+ times)	1,723	36%	1,473	32%	1,443	30%	**-16.3%**	**-2.0%**
Volleyball (Sand/Beach)	**4,770**	**100%**	**4,128**	**100%**	**3,917**	**100%**	**-17.9%**	**-5.1%**
Casual (1-12 times)	3,261	68%	2,977	72%	2,769	71%	**-15.1%**	**-7.0%**
Core(13+ times)	1,509	32%	1,152	28%	1,148	29%	**-23.9%**	**-0.3%**
Track and Field	**4,143**	**100%**	**3,690**	**100%**	**3,905**	**100%**	**-5.7%**	**5.8%**
Casual (1-25 times)	2,071	50%	1,896	51%	2,093	54%	**1.1%**	**10.4%**
Core(26+ times)	2,072	50%	1,794	49%	1,811	46%	**-12.6%**	**0.9%**
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

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GENERAL SPORTS (Continued)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cheerleading	**3,841**	**100%**	**3,507**	**100%**	**3,797**	**100%**	**-1.1%**	**8.3%**
Casual (1-25 times)	2,039	53%	2,092	60%	2,360	62%	**15.7%**	**12.8%**
Core(26+ times)	1,802	47%	1,415	40%	1,438	38%	**-20.2%**	**1.6%**
Racquetball	**3,480**	**100%**	**3,521**	**100%**	**3,550**	**100%**	**2.0%**	**0.8%**
Casual (1-12 times)	2,407	69%	2,583	73%	2,694	76%	**11.9%**	**4.3%**
Core(13+ times)	1,073	31%	938	27%	855	24%	**-20.3%**	**-8.8%**
Ice Hockey	**2,447**	**100%**	**2,278**	**100%**	**2,496**	**100%**	**2.0%**	**9.6%**
Casual (1-12 times)	1,105	45%	1,209	53%	1,458	58%	**31.9%**	**20.6%**
Core(13+ times)	1,342	55%	1,068	47%	1,038	42%	**-22.7%**	**-2.8%**
Softball (Fast Pitch)	**2,303**	**100%**	**2,146**	**100%**	**2,323**	**100%**	**0.9%**	**8.2%**
Casual (1-25 times)	1,084	47%	1,002	47%	1,123	48%	**3.6%**	**12.1%**
Core(26+ times)	1,219	53%	1,144	53%	1,201	52%	**-1.5%**	**5.0%**
Wrestling	**1,908**	**100%**	**2,036**	**100%**	**2,121**	**100%**	**11.2%**	**4.2%**
Casual (1-25 times)	1,160	61%	1,452	71%	1,589	75%	**37.0%**	**9.4%**
Core(26+ times)	748	39%	585	29%	532	25%	**-28.9%**	**-9.1%**
Ultimate Frisbee	**2,710**	**100%**	**2,142**	**100%**	**2,086**	**100%**	**-23.0%**	**-2.6%**
Casual (1-12 times)	1,852	68%	1,438	67%	1,523	67%	**-17.8%**	**5.9%**
Core(13+ times)	858	32%	703	33%	563	33%	**-34.4%**	**-19.9%**
Lacrosse	**2,098**	**100%**	**1,875**	**100%**	**1,979**	**100%**	**-5.7%**	**5.5%**
Casual (1-12 times)	1,036	49%	999	53%	1,129	53%	**9.0%**	**13.0%**
Core(13+ times)	1,061	51%	876	47%	850	47%	**-19.9%**	**-3.0%**
Squash	**1,285**	**100%**	**1,228**	**100%**	**1,315**	**100%**	**2.3%**	**7.1%**
Casual (1-7 times)	796	62%	816	66%	927	70%	**16.5%**	**13.6%**
Core(8+ times)	489	38%	413	34%	387	29%	**-20.9%**	**-6.3%**
Roller Hockey	**1,734**	**100%**	**1,368**	**100%**	**1,237**	**100%**	**-28.7%**	**-9.6%**
Casual (1-12 times)	1,296	75%	1,065	78%	938	76%	**-27.6%**	**-11.9%**
Core(13+ times)	437	25%	303	22%	298	24%	**-31.8%**	**-1.7%**
Rugby	**1,560**	**100%**	**1,166**	**100%**	**1,112**	**100%**	**-28.7%**	**-4.6%**
Casual (1-7 times)	998	64%	758	65%	729	66%	**-27.0%**	**-3.8%**
Core(8+ times)	562	36%	408	35%	384	35%	**-31.7%**	**-5.9%**
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

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General Fitness

National Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Walking for Fitness	111,001	100%	114,759	100%	114,039	100%	2.7%	-0.6%
Casual (1-49 times)	36,139	33%	38,115	33%	38,169	33%	5.6%	0.1%
Core(50+ times)	74,862	67%	76,644	67%	75,871	67%	1.3%	-1.0%
Treadmill	53,737	100%	53,589	100%	54,829	100%	2.0%	2.3%
Casual (1-49 times)	25,826	48%	26,401	49%	27,991	51%	8.4%	6.0%
Core(50+ times)	27,911	52%	27,189	51%	26,837	49%	-3.8%	-1.3%
Free Weights (Dumbbells/Hand Weights)	51,291	100%	53,140	100%	53,858	100%	5.0%	1.4%
Casual (1-49 times)	18,702	36%	22,428	42%	23,238	43%	24.3%	3.6%
Core(50+ times)	32,589	64%	30,712	58%	30,619	57%	-6.0%	-0.3%
Running/Jogging	49,459	100%	47,816	100%	48,305	100%	-2.3%	1.0%
Casual (1-49 times)	24,399	49%	23,776	50%	24,175	50%	-0.9%	1.7%
Core(50+ times)	25,061	51%	24,040	50%	24,129	50%	-3.7%	0.4%
Yoga	28,745	100%	33,636	100%	34,249	100%	19.1%	1.8%
Casual (1-49 times)	17,553	61%	20,409	61%	20,654	60%	17.7%	1.2%
Core(50+ times)	11,193	39%	13,228	39%	13,595	40%	21.5%	2.8%
Stationary Cycling (Recumbent/Upright)	36,668	100%	32,102	100%	32,628	100%	-11.0%	1.6%
Casual (1-49 times)	19,282	53%	15,424	48%	15,901	49%	-17.5%	3.1%
Core(50+ times)	17,387	47%	16,678	52%	16,728	51%	-3.8%	0.3%
Weight/Resistant Machines	36,372	100%	30,010	100%	29,426	100%	-19.1%	-1.9%
Casual (1-49 times)	14,893	41%	12,387	41%	11,361	39%	-23.7%	-8.3%
Core(50+ times)	21,479	59%	17,623	59%	18,065	61%	-15.9%	2.5%
Free Weights (Barbells)	27,834	100%	28,678	100%	29,333	100%	5.4%	2.3%
Casual (1-49 times)	11,355	41%	13,576	47%	14,174	48%	24.8%	4.4%
Core(50+ times)	16,479	59%	15,103	53%	15,159	52%	-8.0%	0.4%
Elliptical Motion/Cross-Trainer	33,238	100%	27,051	100%	27,062	100%	-18.6%	0.0%
Casual (1-49 times)	16,889	51%	14,968	55%	13,898	51%	-17.7%	-7.1%
Core(50+ times)	16,349	49%	12,083	45%	13,164	49%	-19.5%	8.9%
Dance, Step, & Choreographed Exercise	22,391	100%	25,163	100%	26,241	100%	17.2%	4.3%
Casual (1-49 times)	14,503	65%	17,096	68%	18,179	69%	25.3%	6.3%
Core(50+ times)	7,888	35%	8,067	32%	8,063	31%	2.2%	0.0%
Bodyweight Exercise	24,183	100%	22,034	100%	22,578	100%	-6.6%	2.5%
Casual (1-49 times)	9,674	40%	9,514	43%	10,486	46%	8.4%	10.2%
Core(50+ times)	14,509	60%	12,520	57%	12,092	54%	-16.7%	-3.4%
High Impact/Intensity Training	21,611	100%	21,821	100%	21,801	100%	0.9%	-0.1%
Casual (1-49 times)	11,828	55%	12,593	58%	12,559	58%	6.2%	-0.3%
Core(50+ times)	9,783	45%	9,228	42%	9,242	42%	-5.5%	0.2%
Trail Running	10,010	100%	13,253	100%	14,885	100%	48.7%	12.3%
Casual (1-25 times)	8,000	80%	10,792	81%	12,260	82%	53.3%	13.6%
Core(26+ times)	2,009	20%	2,461	19%	2,625	18%	30.7%	6.7%
Rowing Machine	12,096	100%	11,893	100%	12,775	100%	5.6%	7.4%
Casual (1-49 times)	7,744	64%	7,875	66%	8,473	66%	9.4%	7.6%
Core(50+ times)	4,352	36%	4,017	34%	4,302	34%	-1.1%	7.1%
Stair Climbing Machine	15,025	100%	11,677	100%	12,605	100%	-16.1%	7.9%
Casual (1-49 times)	9,643	64%	7,569	65%	8,075	64%	-16.3%	6.7%
Core(50+ times)	5,382	36%	4,108	35%	4,530	36%	-15.8%	10.3%
Pilates Training	9,084	100%	10,311	100%	11,862	100%	30.6%	15.0%
Casual (1-49 times)	5,845	64%	7,377	72%	8,805	74%	50.6%	19.4%
Core(50+ times)	3,238	36%	2,935	28%	3,057	26%	-5.6%	4.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

DRAFT

General Fitness (Continued)

National Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cross-Training Style Workout	13,338	100%	9,248	100%	9,404	100%	-29.5%	1.7%
Casual (1-49 times)	6,594	49%	4,281	46%	4,391	47%	-33.4%	2.6%
Core(50+ times)	6,744	51%	4,968	54%	5,013	53%	-25.7%	0.9%
Boxing/MMA for Fitness	7,650	100%	9,787	100%	8,378	100%	9.5%	-14.4%
Casual (1-12 times)	4,176	55%	6,191	63%	5,003	60%	19.8%	-19.2%
Core(13+ times)	3,473	45%	3,596	37%	3,375	40%	-2.8%	-6.1%
Martial Arts	5,821	100%	6,355	100%	6,610	100%	13.6%	4.0%
Casual (1-12 times)	1,991	34%	3,114	49%	3,481	53%	74.8%	11.8%
Core(13+ times)	3,830	66%	3,241	51%	3,130	47%	-18.3%	-3.4%
Stationary Cycling (Group)	9,434	100%	6,268	100%	6,227	100%	-34.0%	-0.7%
Casual (1-49 times)	6,097	65%	3,925	63%	3,783	61%	-38.0%	-3.6%
Core(50+ times)	3,337	35%	2,344	37%	2,444	39%	-26.8%	4.3%
Cardio Kickboxing	6,838	100%	5,531	100%	5,524	100%	-19.2%	-0.1%
Casual (1-49 times)	4,712	69%	3,958	72%	3,929	71%	-16.6%	-0.7%
Core(50+ times)	2,126	31%	1,573	28%	1,596	29%	-24.9%	1.5%
Boot Camp Style Cross-Training	6,695	100%	5,192	100%	5,434	100%	-18.8%	4.7%
Casual (1-49 times)	4,780	71%	3,691	71%	4,003	74%	-16.3%	8.5%
Core(50+ times)	1,915	29%	1,500	29%	1,432	26%	-25.2%	-4.5%
Barre	3,532	100%	3,803	100%	4,294	100%	21.6%	12.9%
Casual (1-49 times)	2,750	78%	3,022	79%	3,473	81%	26.3%	14.9%
Core(50+ times)	782	22%	781	21%	821	19%	5.0%	5.1%
Tai Chi	3,761	100%	3,394	100%	3,948	100%	5.0%	16.3%
Casual (1-49 times)	2,360	63%	2,139	63%	2,748	70%	16.4%	28.5%
Core(50+ times)	1,400	37%	1,255	37%	1,200	30%	-14.3%	-4.4%
Triathlon (Traditional/Road)	2,168	100%	1,780	100%	1,738	100%	-19.8%	-2.4%
Triathlon (Non-Traditional/Off Road)	1,589	100%	1,350	100%	1,363	100%	-14.2%	1.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

Draft

Outdoor/Adventure Recreation

National Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	47,860	100%	59,578	100%	61,444	100%	28.4%	3.1%
Casual (1-7 times)	37,238	78%	44,154	74%	45,336	74%	21.7%	2.7%
Core(8+ times)	10,622	22%	15,424	26%	16,108	26%	51.6%	4.4%
Fishing (Freshwater)	38,998	100%	41,821	100%	42,605	100%	9.2%	1.9%
Casual (1-7 times)	21,099	54%	23,430	56%	23,964	56%	13.6%	2.3%
Core(8+ times)	17,899	46%	18,391	44%	18,641	44%	4.1%	1.4%
Bicycling (Road)	39,041	100%	43,554	100%	42,243	100%	8.2%	-3.0%
Casual (1-25 times)	20,777	53%	23,278	53%	22,520	53%	8.4%	-3.3%
Core(26+ times)	18,264	47%	20,276	47%	19,723	47%	8.0%	-2.7%
Camping	27,416	100%	37,431	100%	38,572	100%	40.7%	3.0%
Casual (1-7 times)	20,611	75%	28,459	76%	29,060	75%	41.0%	2.1%
Core(8+ times)	6,805	25%	8,972	24%	9,513	25%	39.8%	6.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,556	100%	20,615	100%	21,118	100%	2.7%	2.4%
Camping (Recreational Vehicle)	15,980	100%	16,840	100%	16,497	100%	3.2%	-2.0%
Casual (1-7 times)	9,103	57%	10,286	61%	9,801	59%	7.7%	-4.7%
Core(8+ times)	6,877	43%	6,553	39%	6,695	41%	-2.6%	2.2%
Birdwatching (>1/4 mile of Vehicle/Home)	12,344	100%	15,818	100%	16,423	100%	33.0%	3.8%
Fishing (Saltwater)	12,830	100%	14,344	100%	15,039	100%	17.2%	4.8%
Casual (1-7 times)	7,636	60%	9,151	64%	9,904	66%	29.7%	8.2%
Core(8+ times)	5,194	40%	5,192	36%	5,135	34%	-1.1%	-1.1%
Backpacking Overnight	10,540	100%	10,217	100%	9,994	100%	-5.2%	-2.2%
Bicycling (Mountain)	8,690	100%	8,916	100%	9,289	100%	6.9%	4.2%
Casual (1-12 times)	4,294	49%	4,896	55%	5,434	58%	26.5%	11.0%
Core(13+ times)	4,396	51%	4,020	45%	3,854	41%	-12.3%	-4.1%
Skateboarding	6,500	100%	9,019	100%	8,923	100%	37.3%	-1.1%
Casual (1-25 times)	3,989	61%	6,469	72%	6,504	73%	63.0%	0.5%
Core(26+ times)	2,511	39%	2,559	28%	2,418	27%	-3.7%	-5.5%
Fishing (Fly)	6,939	100%	7,631	100%	8,077	100%	16.4%	5.8%
Casual (1-7 times)	4,460	64%	4,993	65%	5,417	67%	21.5%	8.5%
Core(8+ times)	2,479	36%	2,638	35%	2,659	33%	7.3%	0.8%
Archery	7,654	100%	7,428	100%	7,662	100%	0.1%	3.2%
Casual (1-25 times)	6,514	85%	6,202	83%	6,483	85%	-0.5%	4.5%
Core(26+ times)	1,140	15%	1,227	17%	1,179	15%	3.4%	-3.9%
Climbing (Indoor)	5,112	100%	5,778	100%	6,356	100%	24.3%	10.0%
Roller Skating, In-Line	5,040	100%	5,173	100%	5,201	100%	3.2%	0.5%
Casual (1-12 times)	3,680	73%	3,763	73%	3,840	74%	4.3%	2.0%
Core(13+ times)	1,359	27%	1,410	27%	1,361	26%	0.1%	-3.5%
Bicycling (BMX)	3,439	100%	4,181	100%	4,462	100%	29.7%	6.7%
Casual (1-12 times)	2,052	60%	2,792	67%	3,130	70%	52.5%	12.1%
Core(13+ times)	1,387	40%	1,389	33%	1,332	30%	-4.0%	-4.1%
Climbing (Traditional/Ice/Mountaineering)	2,541	100%	2,452	100%	2,568	100%	1.1%	4.7%
Climbing (Sport/Boulder)	2,184	100%	2,452	100%	2,544	100%	16.5%	3.8%
Adventure Racing	2,215	100%	1,714	100%	1,808	100%	-18.4%	5.5%
Casual (1 time)	581	26%	236	14%	405	22%	-30.3%	71.6%
Core(2+ times)	1,634	74%	1,478	86%	1,403	78%	-14.1%	-5.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

Aquatics

National Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	27,575	100%	26,272	100%	28,173	100%	2.2%	7.2%
Casual (1-49 times)	18,728	68%	18,827	72%	20,620	73%	10.1%	9.5%
Core(50+ times)	8,847	32%	7,445	28%	7,553	27%	-14.6%	1.5%
Aquatic Exercise	10,518	100%	10,676	100%	11,307	100%	7.5%	5.9%
Casual (1-49 times)	7,391	70%	8,626	81%	9,298	82%	25.8%	7.8%
Core(50+ times)	3,127	30%	2,050	19%	2,009	18%	-35.8%	-2.0%
Swimming on a Team	3,045	100%	2,904	100%	3,327	100%	9.3%	14.6%
Casual (1-49 times)	1,678	55%	1,916	66%	2,280	69%	35.9%	19.0%
Core(50+ times)	1,367	45%	988	34%	1,047	31%	-23.4%	6.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

Draft

Water Sports/Activities

National Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	11,017	100%	13,561	100%	14,726	100%	33.7%	8.6%
Canoeing	9,129	100%	9,521	100%	9,999	100%	9.5%	5.0%
Snorkeling	7,815	100%	7,376	100%	7,489	100%	-4.2%	1.5%
Casual (1-7 times)	6,321	81%	6,005	81%	6,086	81%	-3.7%	1.3%
Core(8+ times)	1,493	19%	1,371	19%	1,403	19%	-6.0%	2.3%
Jet Skiing	5,324	100%	5,445	100%	5,759	100%	8.2%	5.8%
Casual (1-7 times)	3,900	73%	4,151	76%	4,490	78%	15.1%	8.2%
Core(8+ times)	1,425	27%	1,294	24%	1,269	22%	-10.9%	-1.9%
Stand-Up Paddling	3,453	100%	3,777	100%	4,129	100%	19.6%	9.3%
Sailing	3,754	100%	3,632	100%	4,100	100%	9.2%	12.9%
Casual (1-7 times)	2,596	69%	2,633	72%	3,117	76%	20.1%	18.4%
Core(8+ times)	1,159	31%	999	28%	984	24%	-15.1%	-1.5%
Rafting	3,404	100%	3,595	100%	4,050	100%	19.0%	12.7%
Surfing	2,874	100%	3,692	100%	3,993	100%	38.9%	8.2%
Casual (1-7 times)	1,971	69%	2,444	66%	2,655	66%	34.7%	8.6%
Core(8+ times)	904	31%	1,248	34%	1,338	34%	48.0%	7.2%
Water Skiing	3,363	100%	3,040	100%	3,133	100%	-6.8%	3.1%
Casual (1-7 times)	2,499	74%	2,185	72%	2,302	73%	-7.9%	5.4%
Core(8+ times)	863	26%	855	28%	832	27%	-3.6%	-2.7%
Scuba Diving	2,849	100%	2,658	100%	3,063	100%	7.5%	15.2%
Casual (1-7 times)	2,133	75%	2,012	76%	2,374	78%	11.3%	18.0%
Core(8+ times)	716	25%	646	24%	689	22%	-3.8%	6.7%
Kayaking (White Water)	2,562	100%	2,726	100%	2,995	100%	16.9%	9.9%
Wakeboarding	2,796	100%	2,754	100%	2,844	100%	1.7%	3.3%
Casual (1-7 times)	1,900	68%	2,075	75%	2,119	75%	11.5%	2.1%
Core(8+ times)	896	32%	679	25%	725	25%	-19.1%	6.8%
Kayaking (Sea/Touring)	2,805	100%	2,642	100%	2,800	100%	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	100%	1,391	100%	1,434	100%	-7.8%	3.1%
Casual (1-7 times)	1,245	80%	1,103	79%	1,162	81%	-6.7%	5.3%
Core(8+ times)	310	20%	288	21%	272	19%	-12.3%	-5.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			

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