COMMUNITY PROFILE AND RECREATION TRENDS - DRAFT

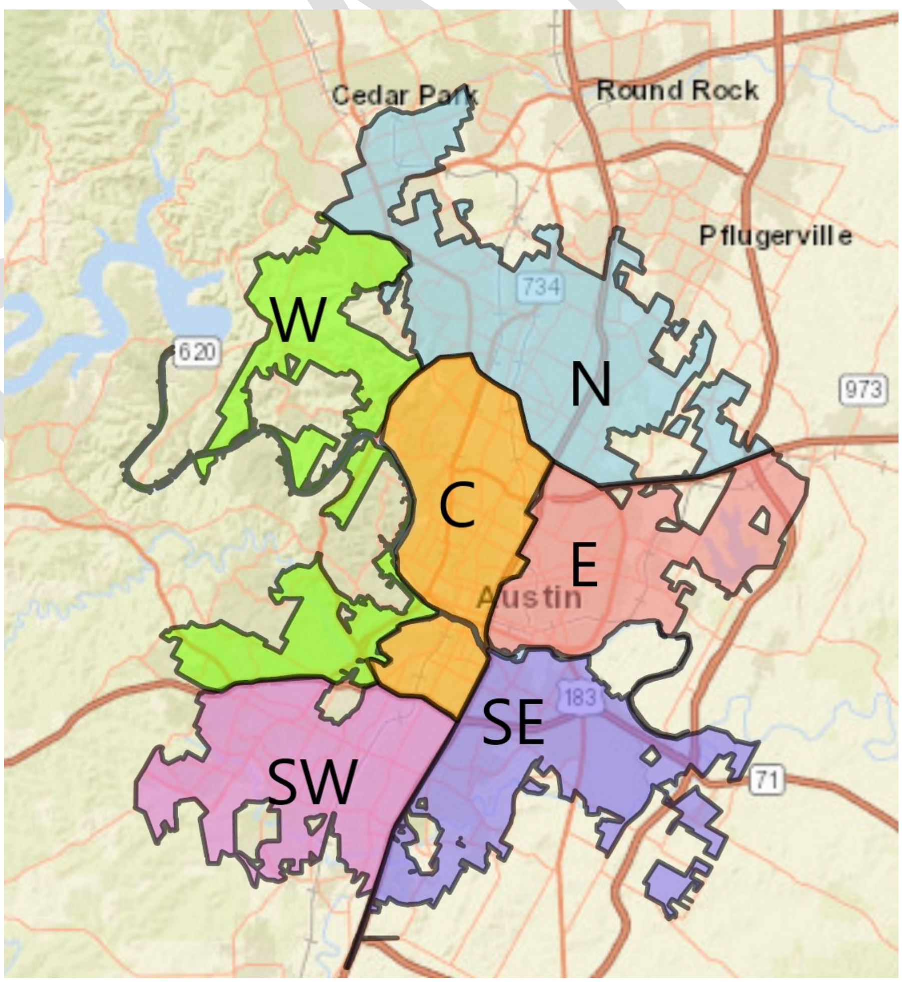
DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population within the City of Austin, Texas. This analysis is broken down by park service areas as defined by the City and is reflective of the total population, and its key characteristics such as population density, age distribution, households, gender, ethnicity, and household income.

It is important to note that future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections. These future projections may differ from the City of Austin's 2040 projections.

METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in February 2019 and reflects actual numbers as reported in the 2010 Census, and estimates for 2018 and 2023 as obtained by ESRI. Straight line linear regression was utilized for projected 2028 and 2033 demographics. The geographic boundaries for the combined PARD planning areas of the City of Austin were utilized as the demographic analysis boundaries shown below.



SERVICE AREAS BY THE NUMBERS

NORTH:

- Area: 63.09 square miles
- Density: 3,846 population per square mile

EAST:

- Area: 38.72 square miles
- Density: 2,830 population per square mile

SOUTHEAST:

- Area: 44.89 square miles
- Density: 2,874 population per square mile

SOUTHWEST:

- Area: 42.6 square miles
- Density: 3,918 population per square mile

WEST:

- Area: 44.77 square miles
- Density: 1,576 population per square mile

CENTRAL:

- Area: 40.85 square miles
- Density: 5,298 population per square mile

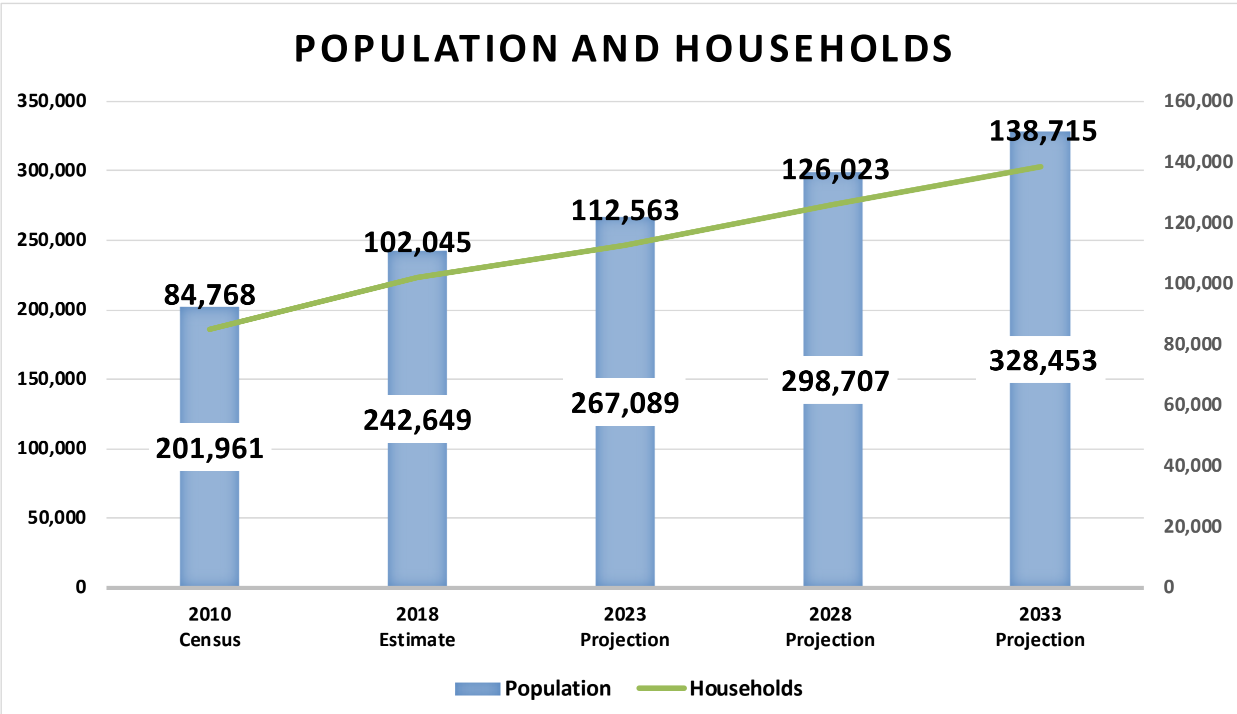
RACE AND ETHNICITY DEFINITIONS

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

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

POPULATION

The North service area's population has experienced a significant growing trend in recent years and is currently estimated at 242,649 individuals. Projecting ahead, the total population is expected to grow at 2.4 % annually over the next 15 years, a rate three times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 328,453 residents living within 138,715 households.

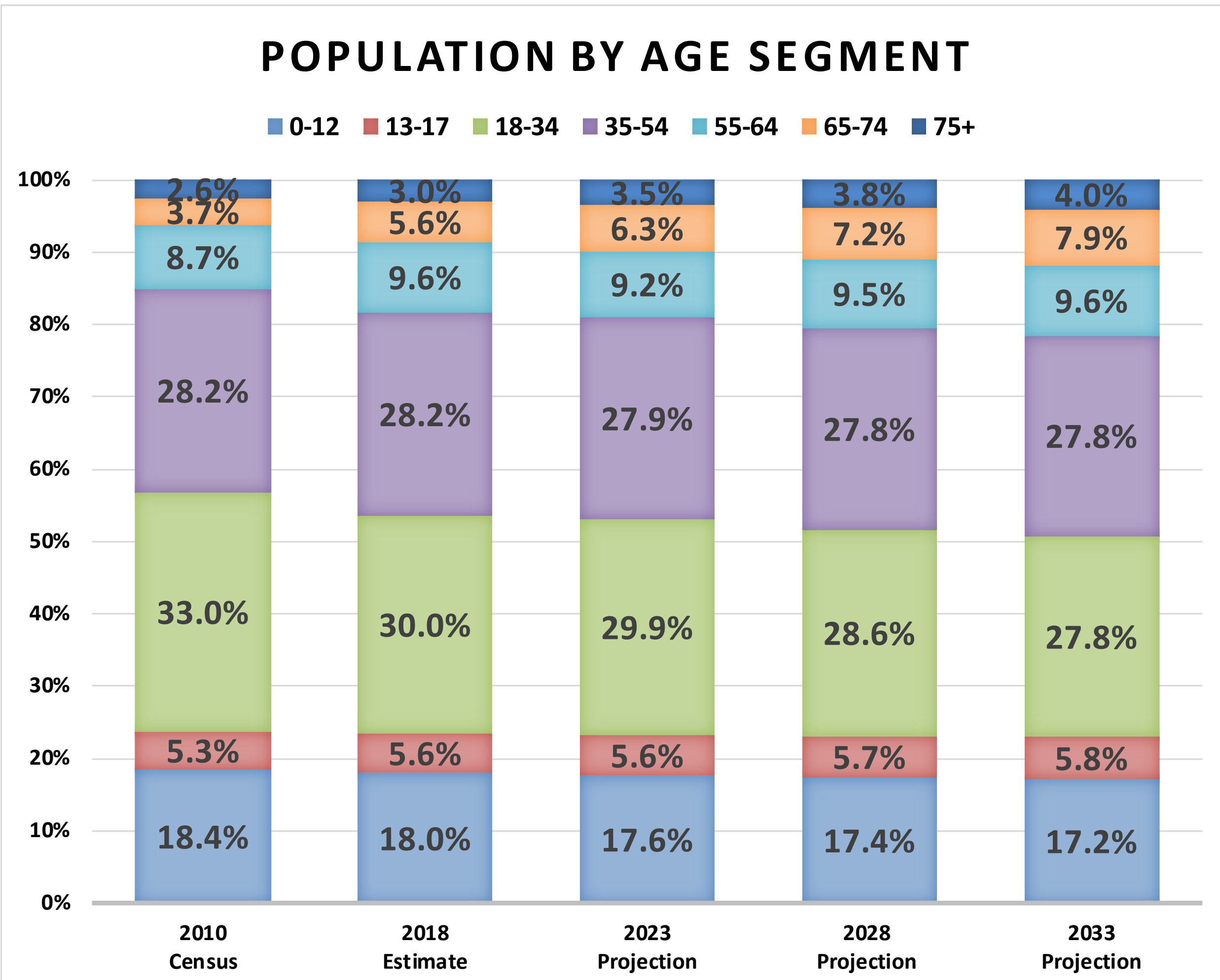


AGE SEGMENTATION

Evaluating the population by age segments, the North service area exhibits a balanced distribution among the major age segments. Currently, the largest age segment is the 18-34 segment, making up 30% of the population.

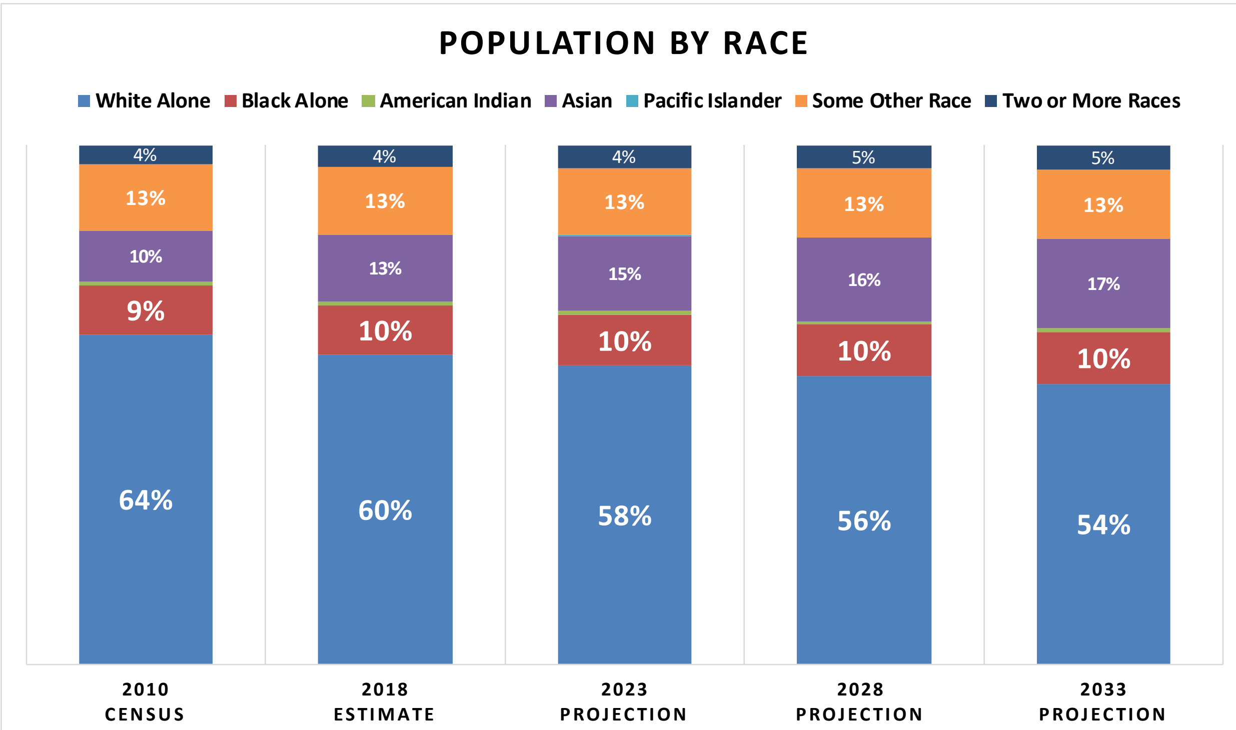
The overall age composition of the population within the North service area is projected to age slightly over the next 15 years as the 55+ age segment will increase by 3.3% while all other major age segments remain relatively unchanged by 2033.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

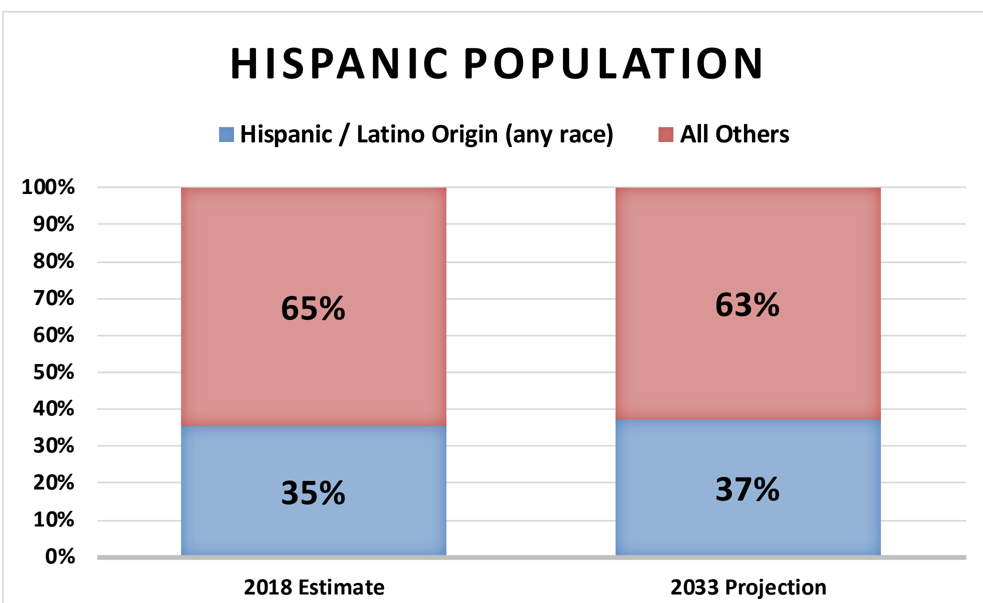


RACE AND ETHNICITY

In analyzing race, the North service area's current populations are predominately White Alone. The 2018 estimates show that 60% of the service area's population falls into the White Alone category, while the Asian and Some Other Race categories (13%) represent the largest minorities. The predictions for 2033 expect that the service area's population by race will diversify with a decrease in the White Alone population by approximately 6% and slight increases in most every other category.

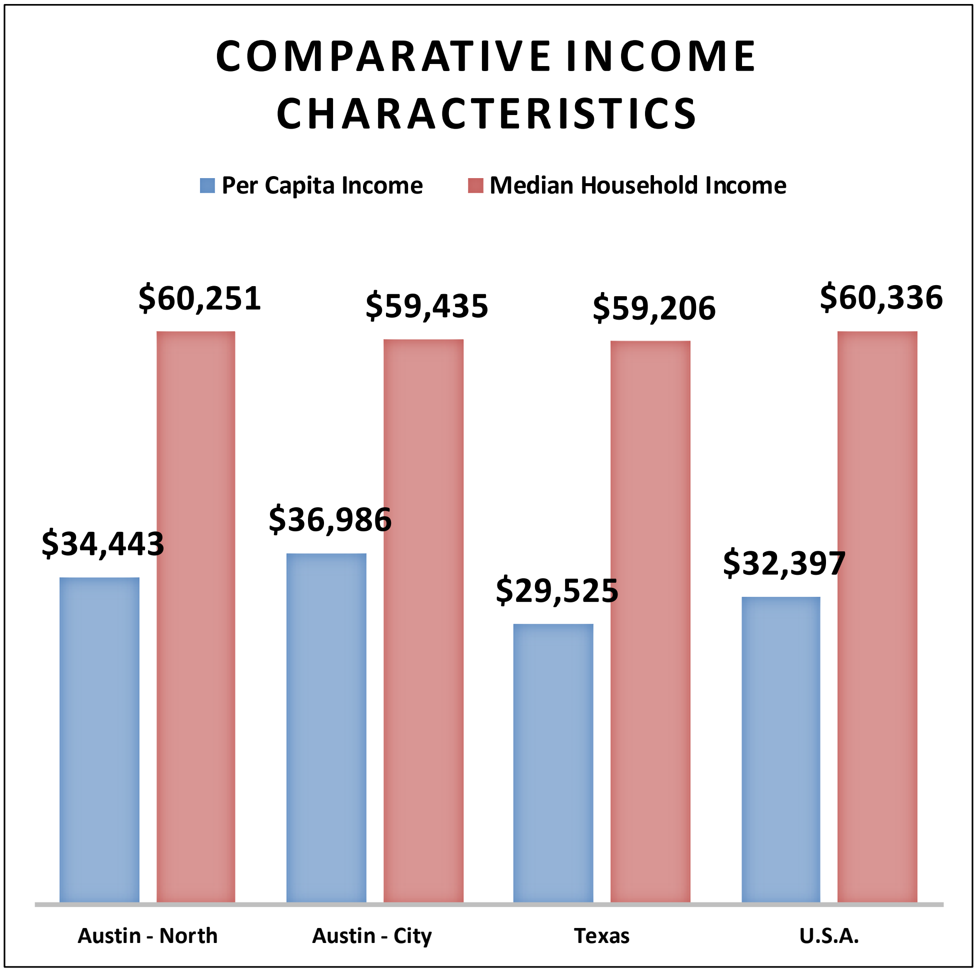


Based on the 2018 estimate, those of Hispanic/Latino origin represented 35% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 37% by 2033.



INCOME

As seen in the chart below, the North service area's per capita and median household income are in-line with the City of Austin as a whole as well as state and national averages.



NORTH SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 35.4% total population increase over the next 15 years. The number of households is projected to experience the same growth rate over the same time frame. With population growing at a significant rate, park and recreation services must incrementally increase to meet the needs of the service area.

AGE SEGMENTATION

The North service area has a balanced age segmentation with the largest group being 18-34, the second largest group being 35-54 and third largest being 0-12. This is significant because programs and facilities will need to be focused on multitude of age segments simultaneously and equally challenging as age segments have different likings towards activity interests.

RACE AND ETHNICITY

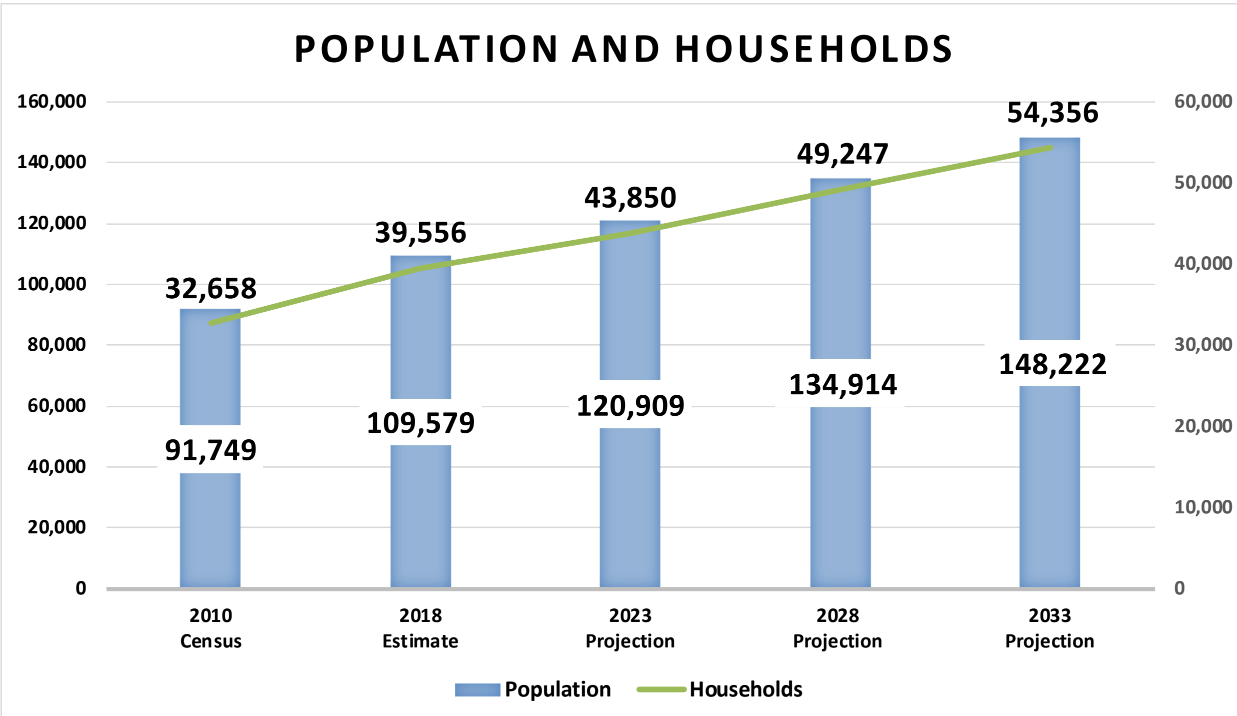
A diverse population will likely focus the Parks and Recreation Department on providing programming and service offerings that can be defined by cultural preference while always seeking to identify emerging activities and sports.

HOUSEHOLDS AND INCOME

With a median and per capita household income in-line with city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

POPULATION

The East service area's population has experienced a growing trend in recent years and is currently estimated at 91,749 individuals. Projecting ahead, the total population is expected to grow at 2.4% annually over the next 15 years, a rate three times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 148,222 residents living within 54,356 households.

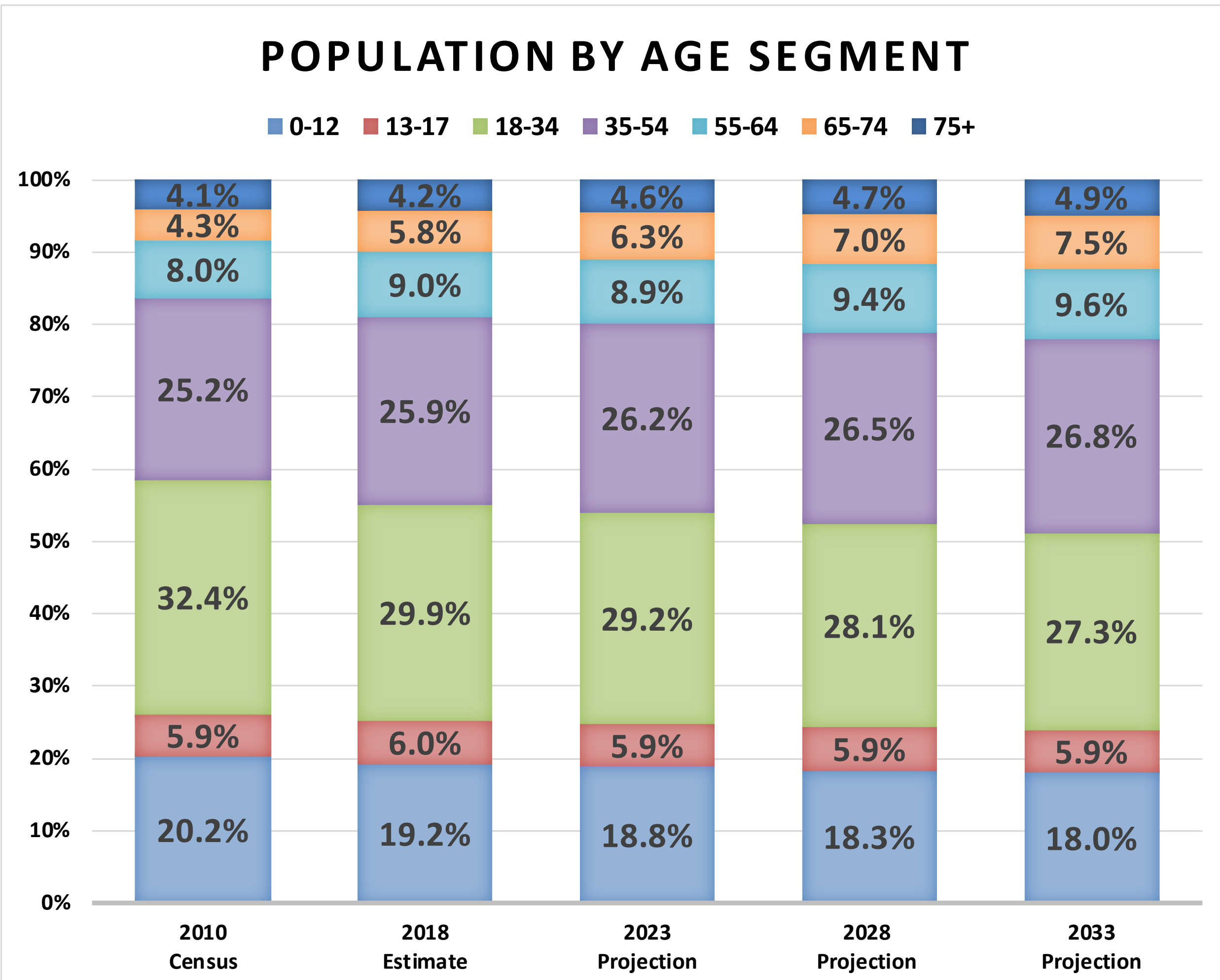


AGE SEGMENTATION

Evaluating the population by age segments, the East service area exhibits a balanced distribution among the major age segments. Currently, the largest age segment is the 18-34 segment, making up 29.9% of the population.

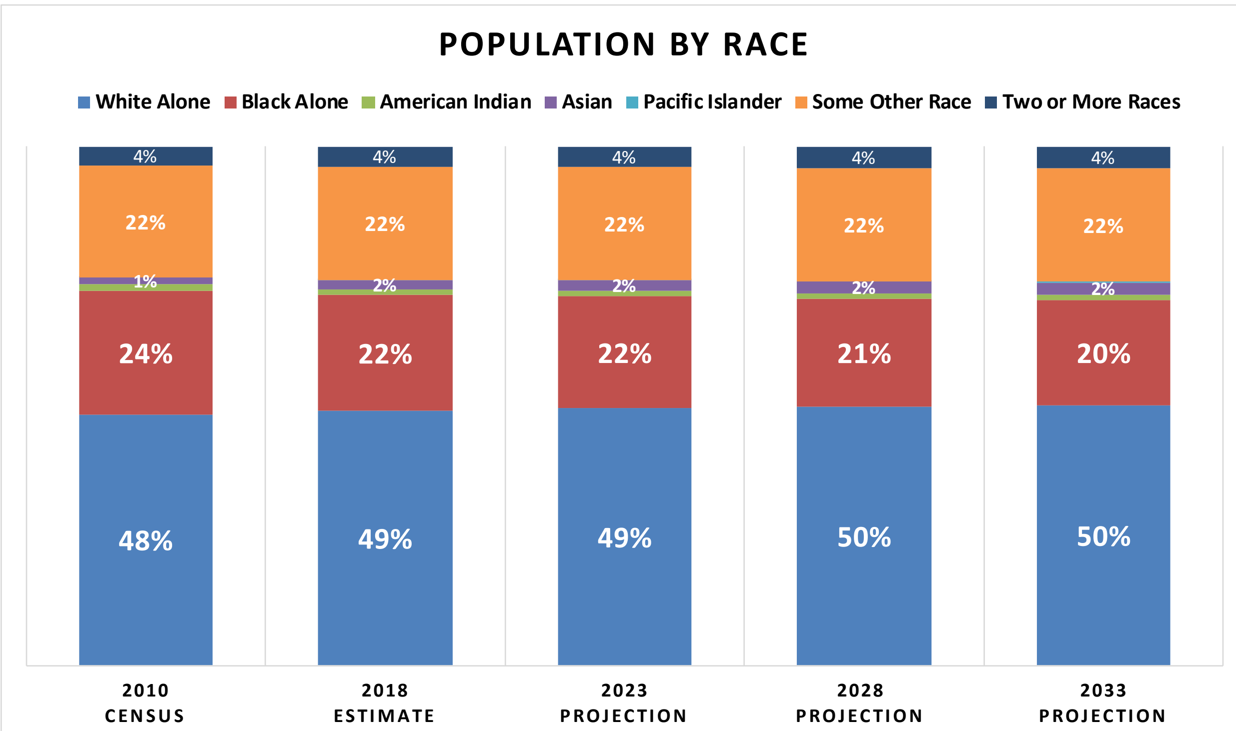
The overall age composition of the population within the East service area is projected to age slightly over the next 15 years as the 55+ age segment will increase by 3% while all other major age segments remain relatively unchanged by 2033.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

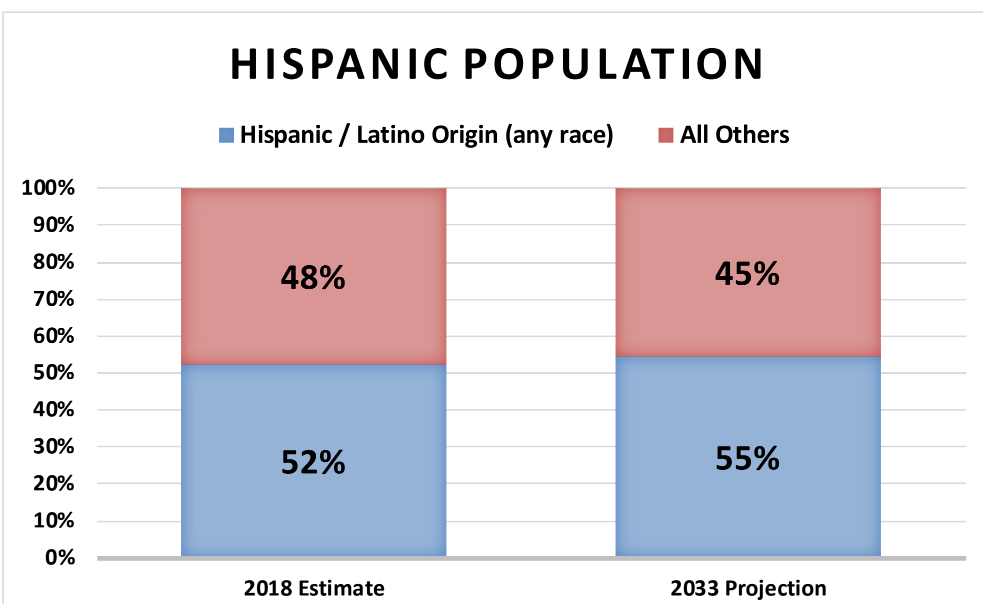


RACE AND ETHNICITY

In analyzing race, the East service area's current population is diverse and predominately White Alone, Black Alone and Some Other Race. The 2018 estimates show that 49% of the service area's population falls into the White Alone category, while the Black Alone and Some Other Race categories each represent 22% of the population. The predictions for 2033 expect that the service area's population by race will remain relatively unchanged.

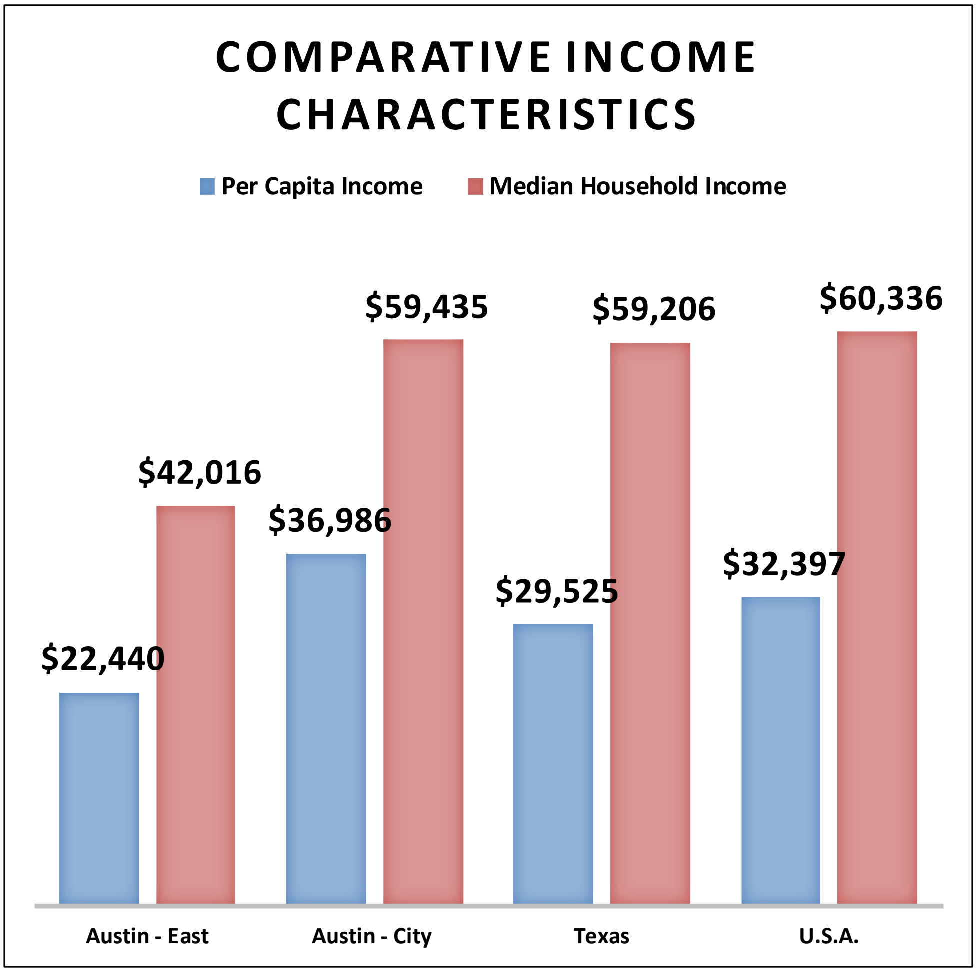


Based on the 2018 estimate, those of Hispanic/Latino origin represented 52% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 55% by 2033.



INCOME

As seen in the chart below, the East service area's per capita and median household income are well below that of the City of Austin as a whole as well as the State of Texas and U.S averages.



EAST SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 35.3% total population increase over the next 15 years. The number of households is projected to experience a 37.4% growth rate over the same time frame. With population growing at a significant rate, park and recreation services must incrementally increase to meet the needs of the service area.

AGE SEGMENTATION

The East service area has a balanced age segmentation with the largest group being 18-34, the second largest group being 35-54 and third largest being 0-12. This is significant because programs and facilities will need to be focused on multitude of age segments simultaneously and equally challenging as age segments have different likings towards activity interests.

RACE AND ETHNICITY

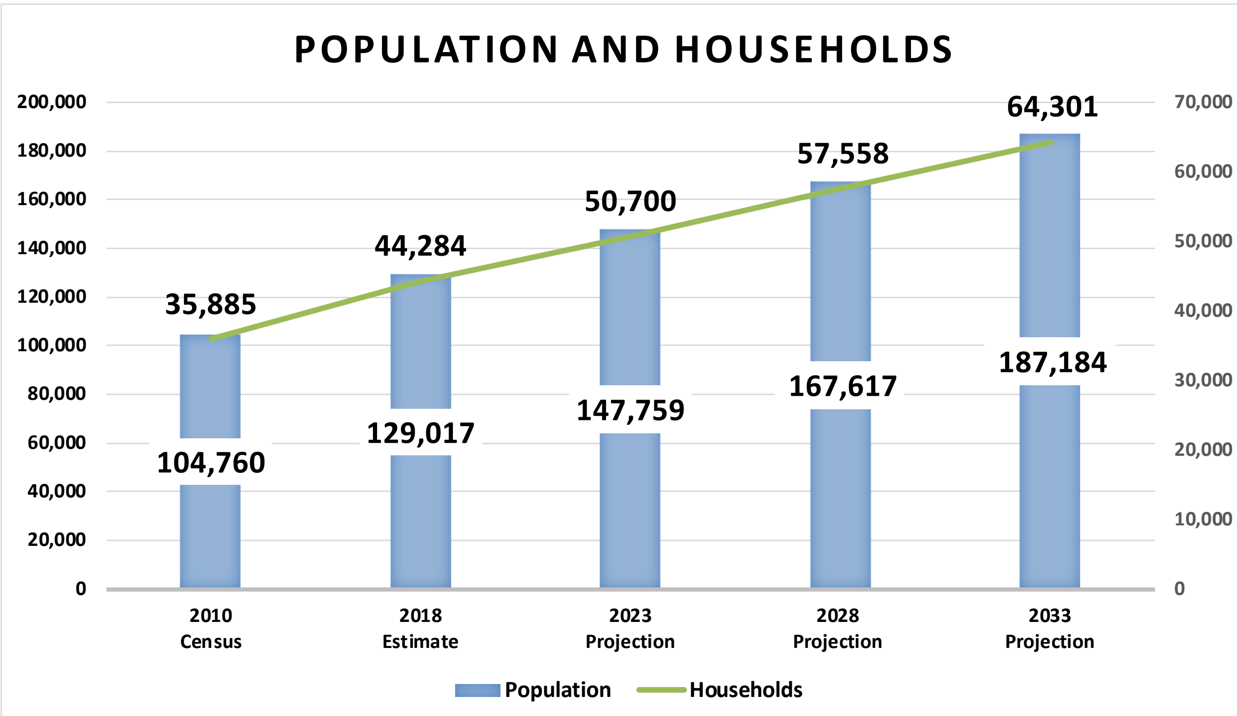
A highly diverse population will likely focus the Parks and Recreation Department on providing programming and service offerings that can be defined by cultural preference while always seeking to identify emerging activities and sports.

HOUSEHOLDS AND INCOME

With a median and per capita household income well below that of city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

POPULATION

The Southeast service area's population has experienced a growing trend in recent years and is currently estimated at 129,017 individuals. Projecting ahead, the total population is expected to grow at 3% annually over the next 15 years, a rate almost four times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 187,184 residents living within 64,301 households.

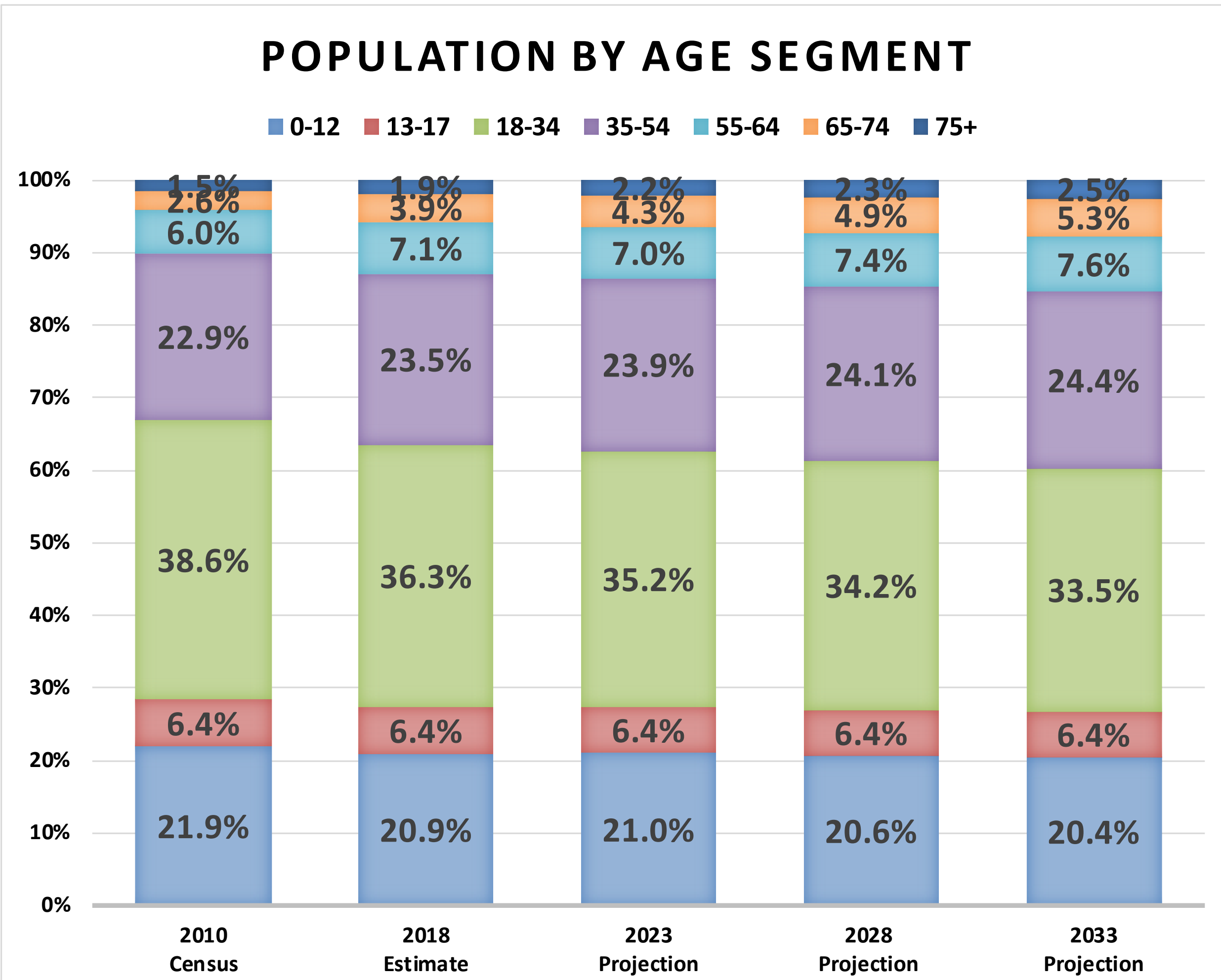


AGE SEGMENTATION

Evaluating the population by age segments, the Southeast service area exhibits a distribution that skews younger. Currently, the largest age segment is the 18-34 segment, making up 36.3% of the population.

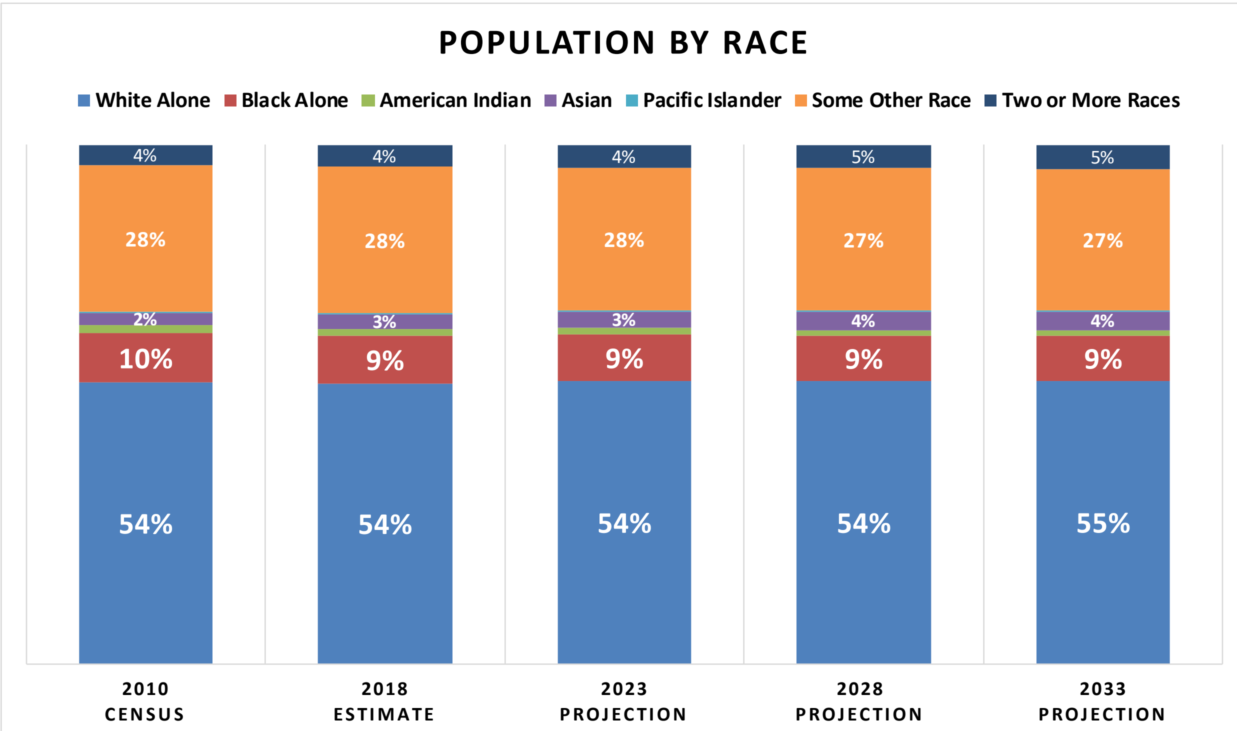
The overall age composition of the population within the Southeast service area is projected to age slightly over the next 15 years as the 55+ age segment will increase by 2.5% while the 18-34 age segment will decrease by 2.8% with all other major age segments remain relatively unchanged by 2033.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

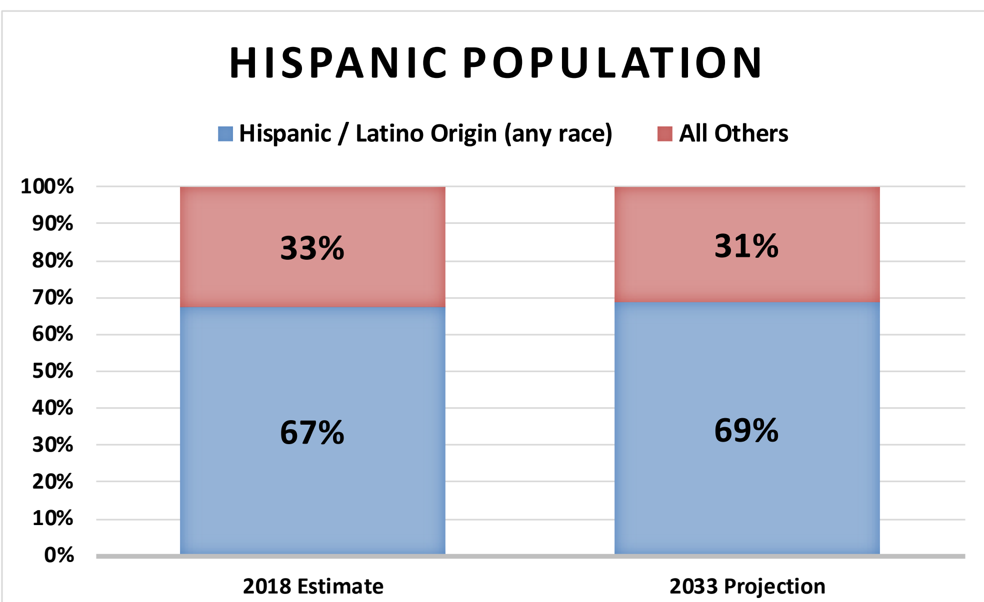


RACE AND ETHNICITY

In analyzing race, the Southeast service area's current population is diverse and predominately White Alone and Some Other Race. The 2018 estimates show that 54% of the service area's population falls into the White Alone category, while the Some Other Race category represents the largest minority at 28%. The predictions for 2033 expect that the service area's population by race will remain relatively unchanged.

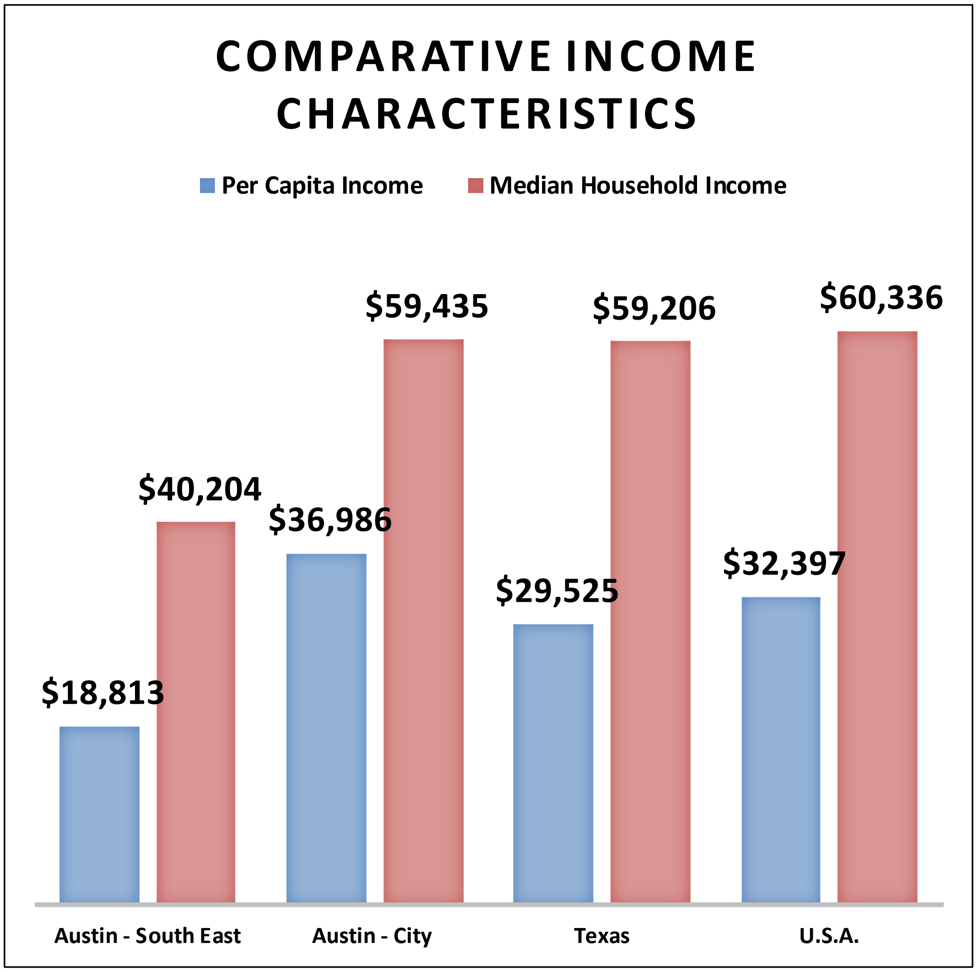


Based on the 2018 estimate, those of Hispanic/Latino origin represented 67% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 69% by 2033.



INCOME

As seen in the chart below, the Southeast service area's per capita and median household income are well below that of the City of Austin as a whole as well as the State of Texas and U.S averages.



SOUTHEAST SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 45% total population increase over the next 15 years. The number of households is projected to experience the same growth rate over the same time frame. With population growing at a significant rate, park and recreation services must incrementally increase to meet the needs of the service area.

AGE SEGMENTATION

The Southeast service area has a balanced age segmentation with the largest group being 18-34, the second largest group being 35-54 and third largest being 0-12. This is significant because programs and facilities will need to be focused on multitude of age segments simultaneously and equally challenging as age segments have different likings towards activity interests.

RACE AND ETHNICITY

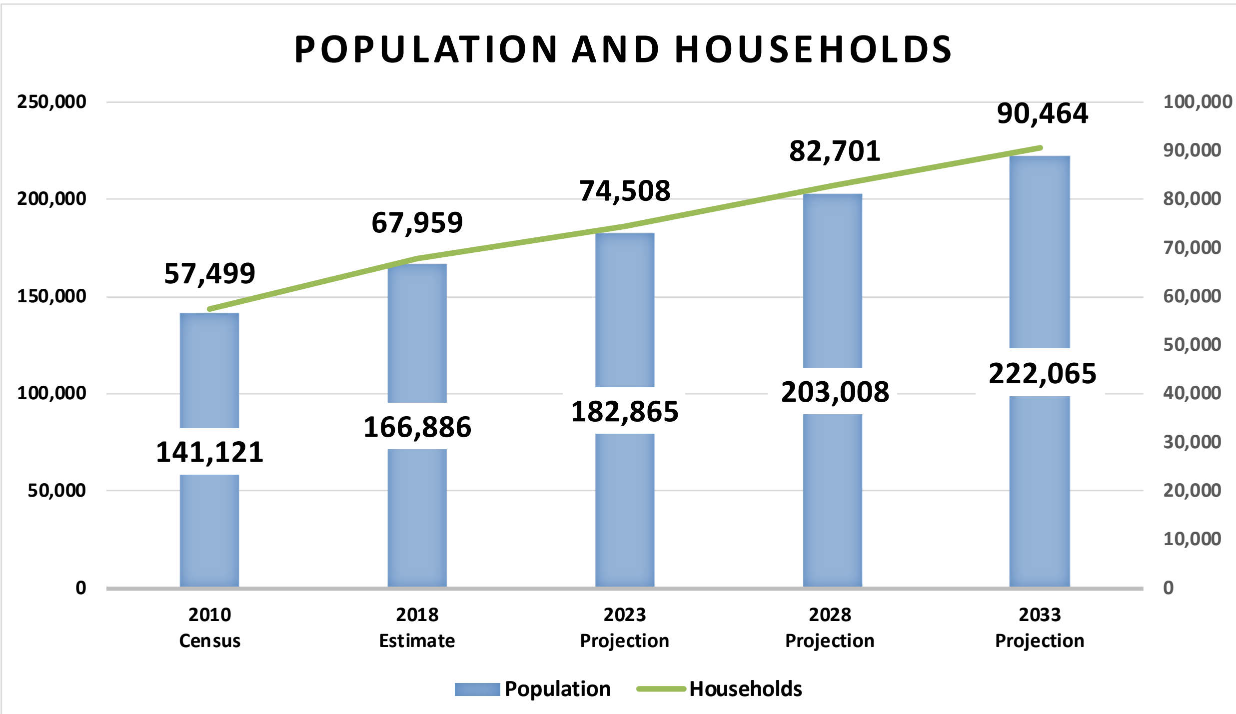
A highly diverse population will likely focus the Parks and Recreation Department on providing programming and service offerings that can be defined by cultural preference while always seeking to identify emerging activities and sports.

HOUSEHOLDS AND INCOME

With a median and per capita household income well below that of city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

POPULATION

The Southwest service area's population has experienced a growing trend in recent years and is currently estimated at 166,886 individuals. Projecting ahead, the total population is expected to grow at 2.2% annually over the next 15 years, a rate nearly three times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 222,065 residents living within 90,464 households.

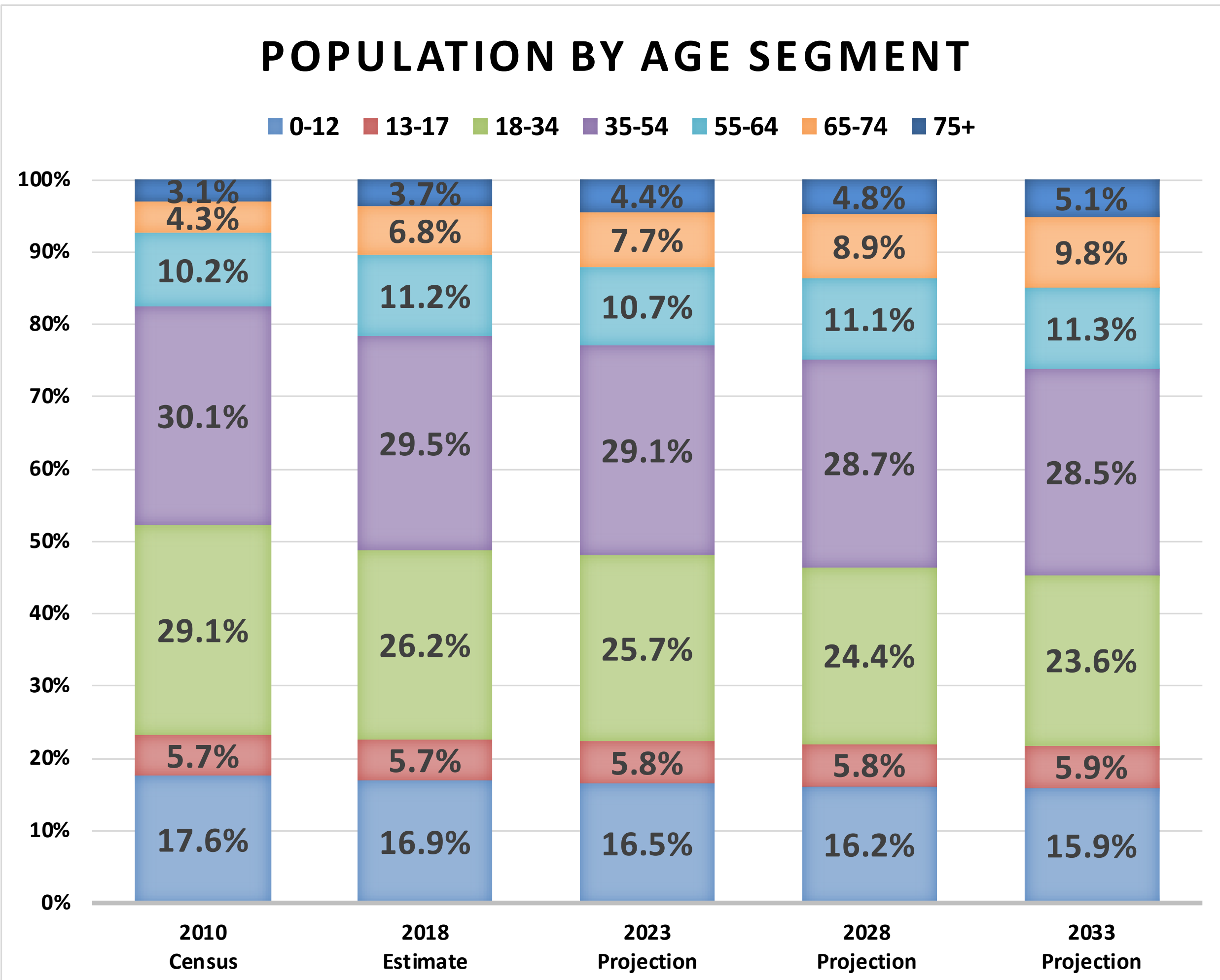


AGE SEGMENTATION

Evaluating the population by age segments, the Southwest service area exhibits a balanced distribution among the major age segments. Currently, the largest age segment is the 34-54 segment, making up 29.5% of the population.

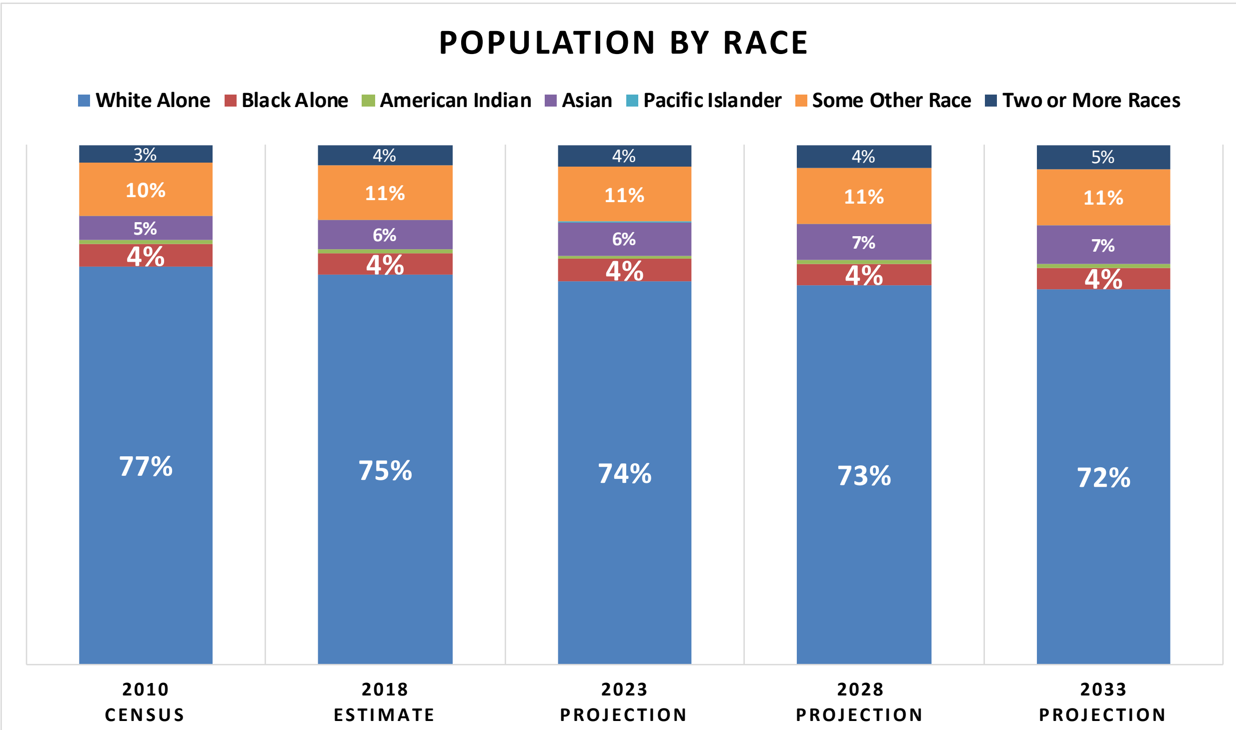
The overall age composition of the population within the Southwest service area is projected to age over the next 15 years as the 55+ age segment will increase by 4.5% with the 18-34 age segment decreasing by 2.6% while all other major age segments remain relatively unchanged by 2033.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

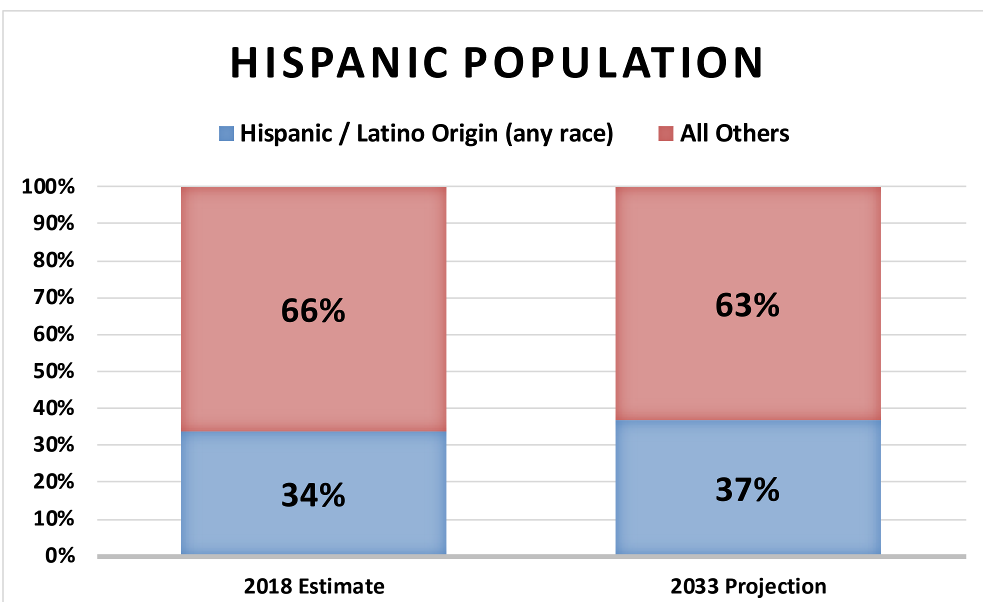


RACE AND ETHNICITY

In analyzing race, the Southwest service area's current populations are predominately White Alone. The 2018 estimates show that 75% of the service area's population falls into the White Alone category, while the Some Other Race category (11%) represents the largest minority. The predictions for 2033 expect that the service area's population by race will diversify slightly with a decrease in the White Alone population by approximately 3% and with other categories remaining relatively unchanged.

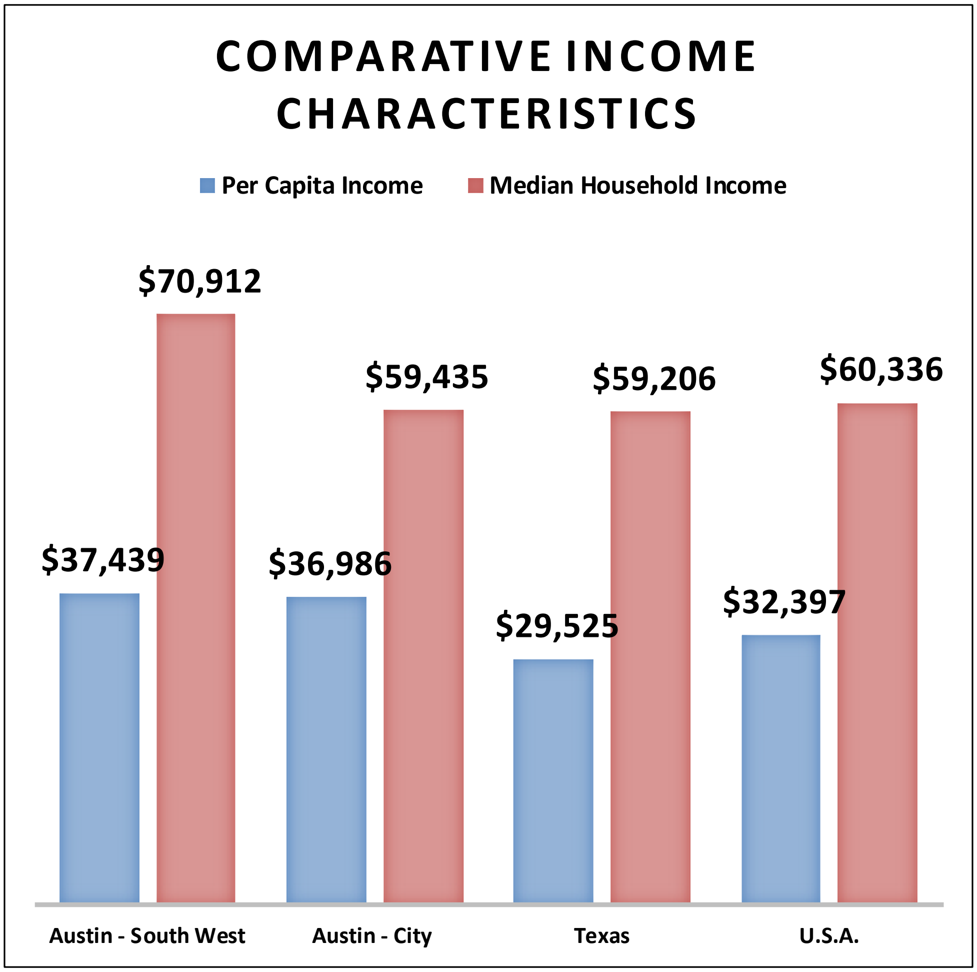


Based on the 2018 estimate, those of Hispanic/Latino origin represented 34% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 37% by 2033.



INCOME

As seen in the chart below, the Southwest service area's per capita and median household income are higher than that of the City of Austin as a whole as well as state and national averages.



SOUTHWEST SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 33.1% total population increase over the next 15 years. The number of households is projected to experience the same growth rate over the same time frame. With population growing at a significant rate, park and recreation services must incrementally increase to meet the needs of the service area.

AGE SEGMENTATION

The Southwest service area has a balanced age segmentation with the largest group being 35-54, the second largest group being 18-34 and third largest being 0-12. This is significant because programs and facilities will need to be focused on multitude of age segments simultaneously and equally challenging as age segments have different likings towards activity interests.

RACE AND ETHNICITY

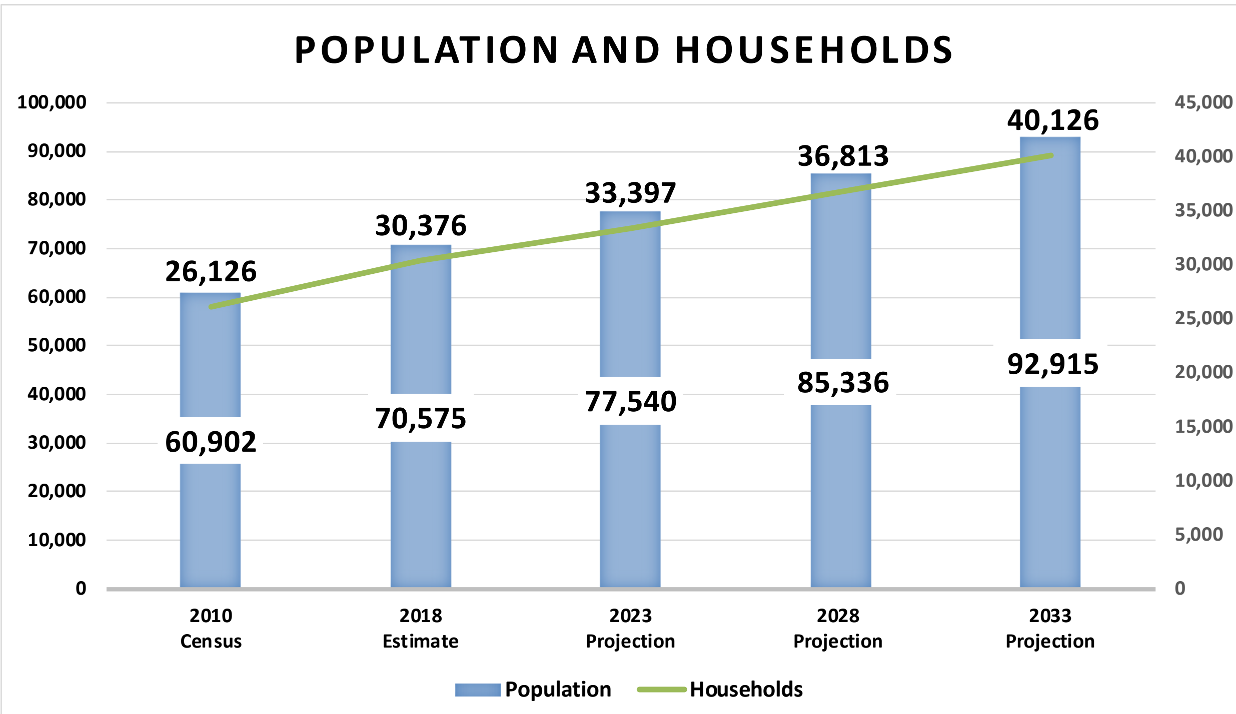
A slightly diversifying population will likely focus the City on providing traditional and non-traditional programming and service offerings while always seeking to identify emerging activities and sports that in some cases will be defined by cultural influences.

HOUSEHOLDS AND INCOME

With a median and per capita household income above that of city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

POPULATION

The West service area's population has experienced a slight growing trend in recent years and is currently estimated at 70,575 individuals. Projecting ahead, the total population is expected to grow at 2.1% annually over the next 15 years, a rate nearly three times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 92,915 residents living within 40,126 households.

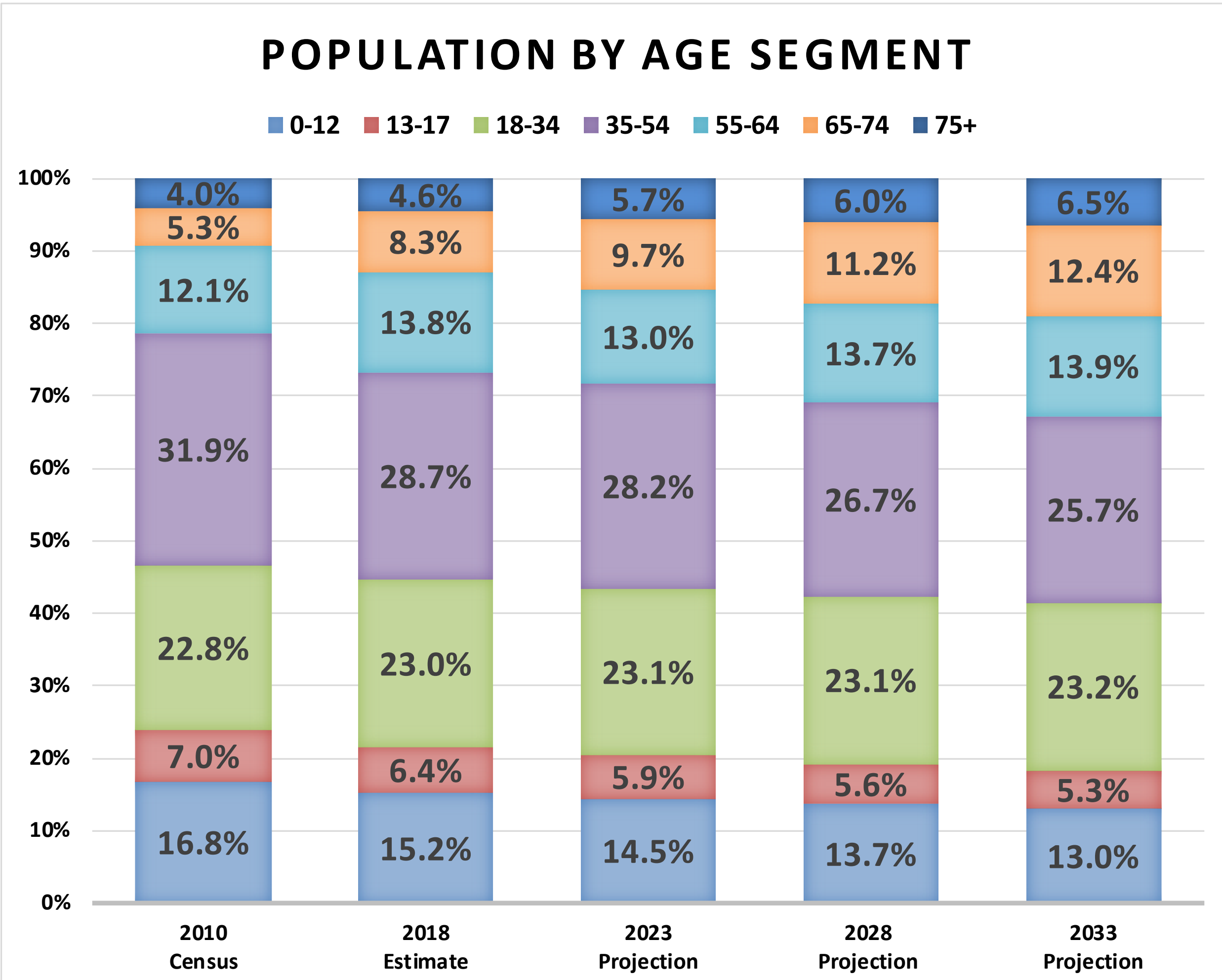


AGE SEGMENTATION

Evaluating the population by age segments, the West service area skews older. Currently, the largest age segment is the 35-54 segment, making up 28.7% of the population.

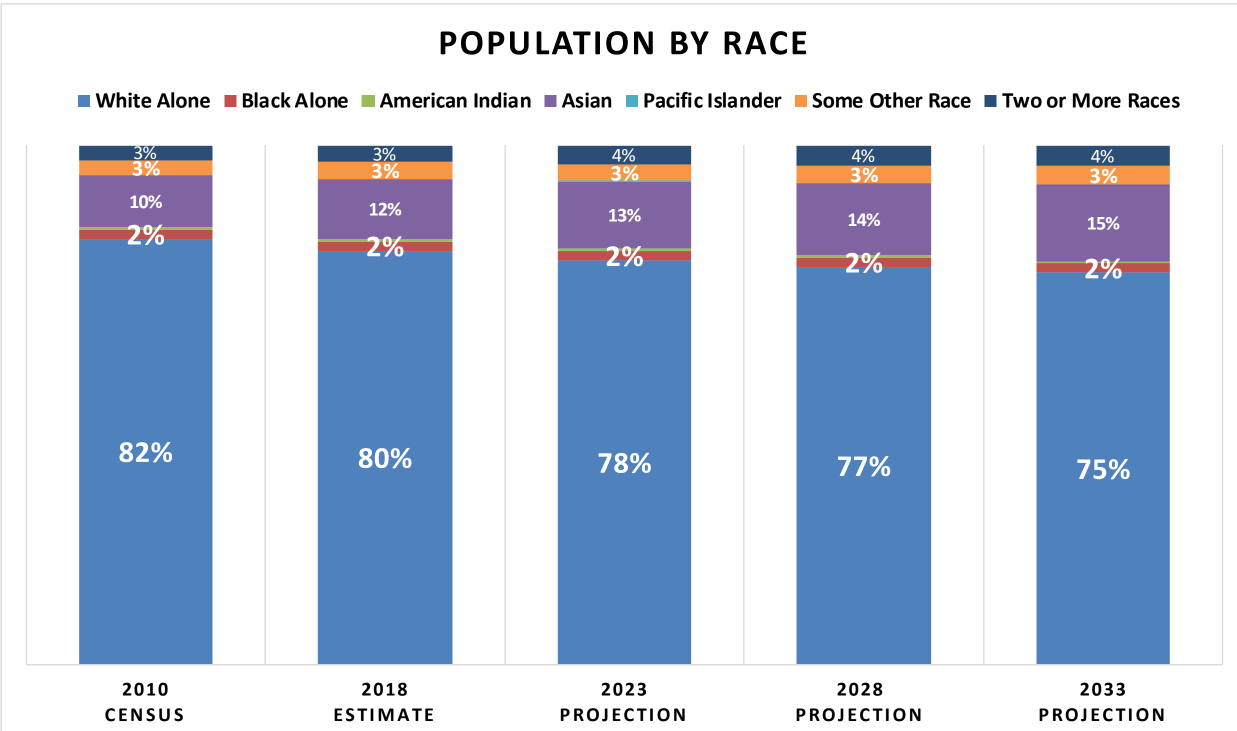
The overall age composition of the population within the West service area is projected to age over the next 15 years as the 55+ age segment will increase by 6.1%, making up 32.8% of the service area's population.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

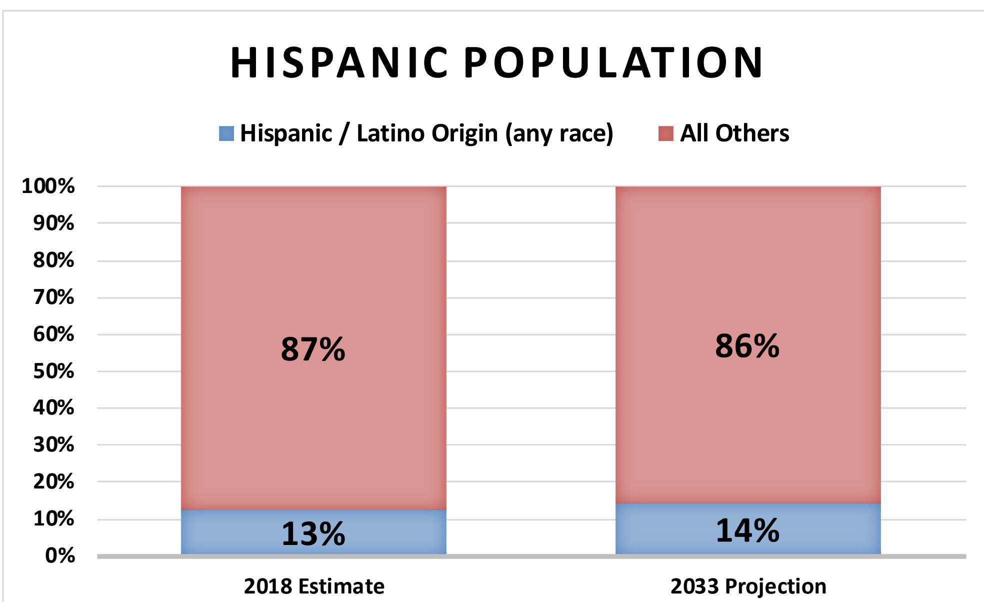


RACE AND ETHNICITY

In analyzing race, the West service area's current populations are predominately White Alone. The 2018 estimates show that 80% of the service area's population falls into the White Alone category, while the Asian category (12%) represents the largest minority. The predictions for 2033 expect that the service area's population by race will diversify slightly with a decrease in the White Alone population by approximately 5% and the Asian segment increasing by 3%.

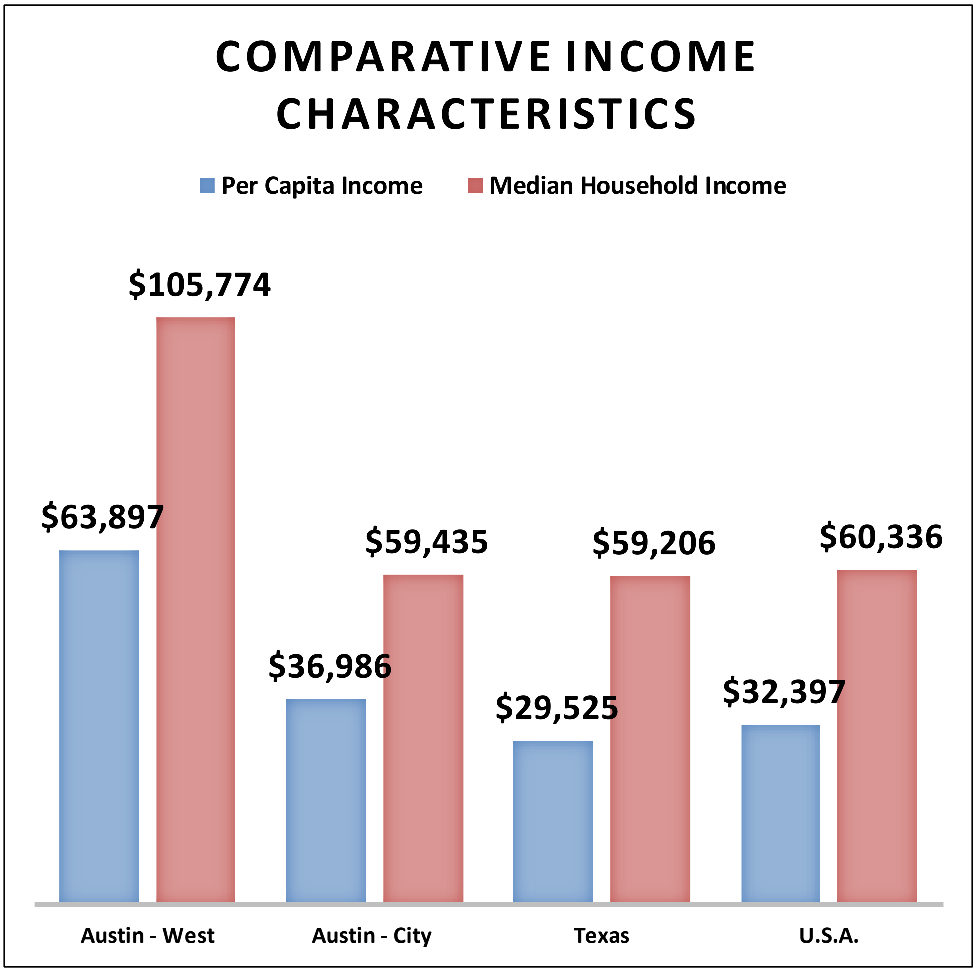


Based on the 2018 estimate, those of Hispanic/Latino origin represented 13% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 14% by 2033.



INCOME

As seen in the chart below, the West service area's per capita and median household income are significantly higher than that of the City of Austin as a whole as well as state and national averages.



WEST SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 31.6% total population increase over the next 15 years. The number of households is projected to experience the same growth rate over the same time frame. With population growing at a significant rate, park and recreation services must incrementally increase to meet the needs of the service area.

AGE SEGMENTATION

The West service area has a balanced age segmentation with the largest group being 35-54, the second largest group being 18-34 and third largest being 0-12. This is significant because programs and facilities will need to be focused on multitude of age segments simultaneously and equally challenging as age segments have different likings towards activity interests.

RACE AND ETHNICITY

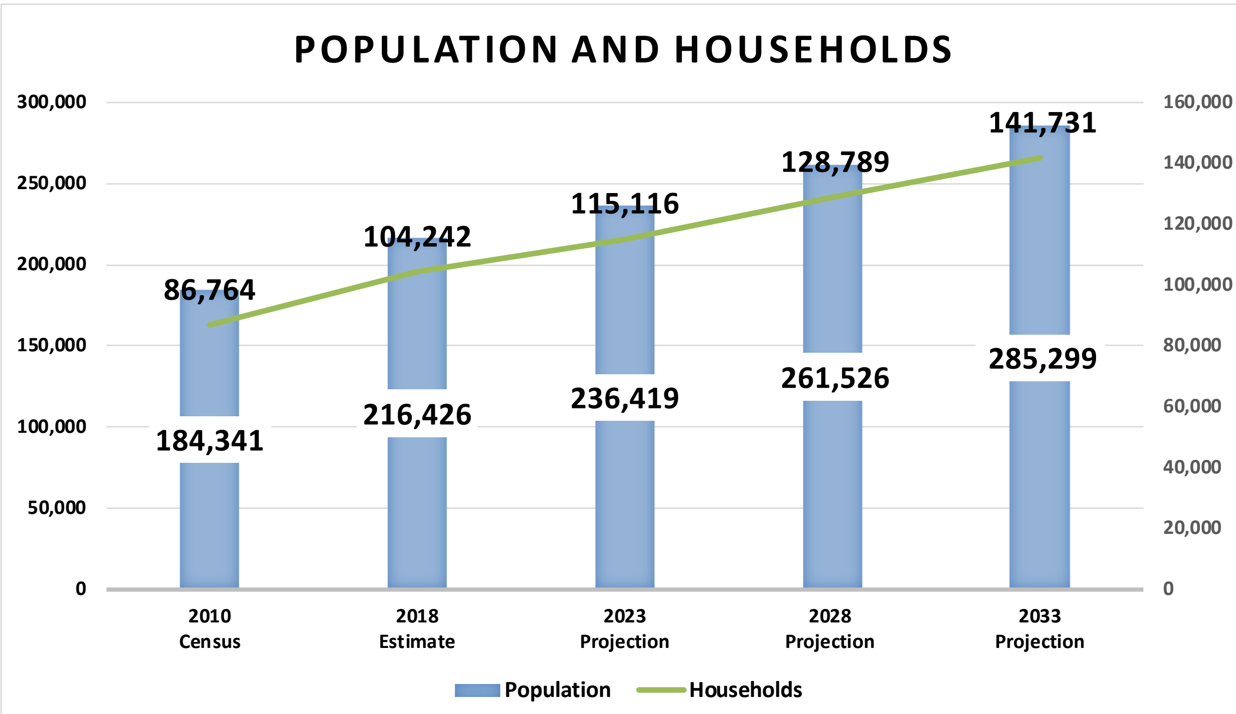
A slightly diversifying population will likely focus the City on providing traditional and non-traditional programming and service offerings while always seeking to identify emerging activities and sports that in some cases will be defined by cultural influences.

HOUSEHOLDS AND INCOME

With a median and per capita household income above that of city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

POPULATION

The Central service area's population is very much influenced by the University of Texas at Austin (main campus). The service area, as expected, has experienced a growing trend in recent years and is currently estimated at 216,426 individuals. Projecting ahead, the total population is expected to grow at 2.1% annually over the next 15 years, a rate nearly three times greater than the U.S. annual growth rate (0.8%). Based on predictions through 2033, the service area is expected to have 285,299 residents living within 141,731 households.

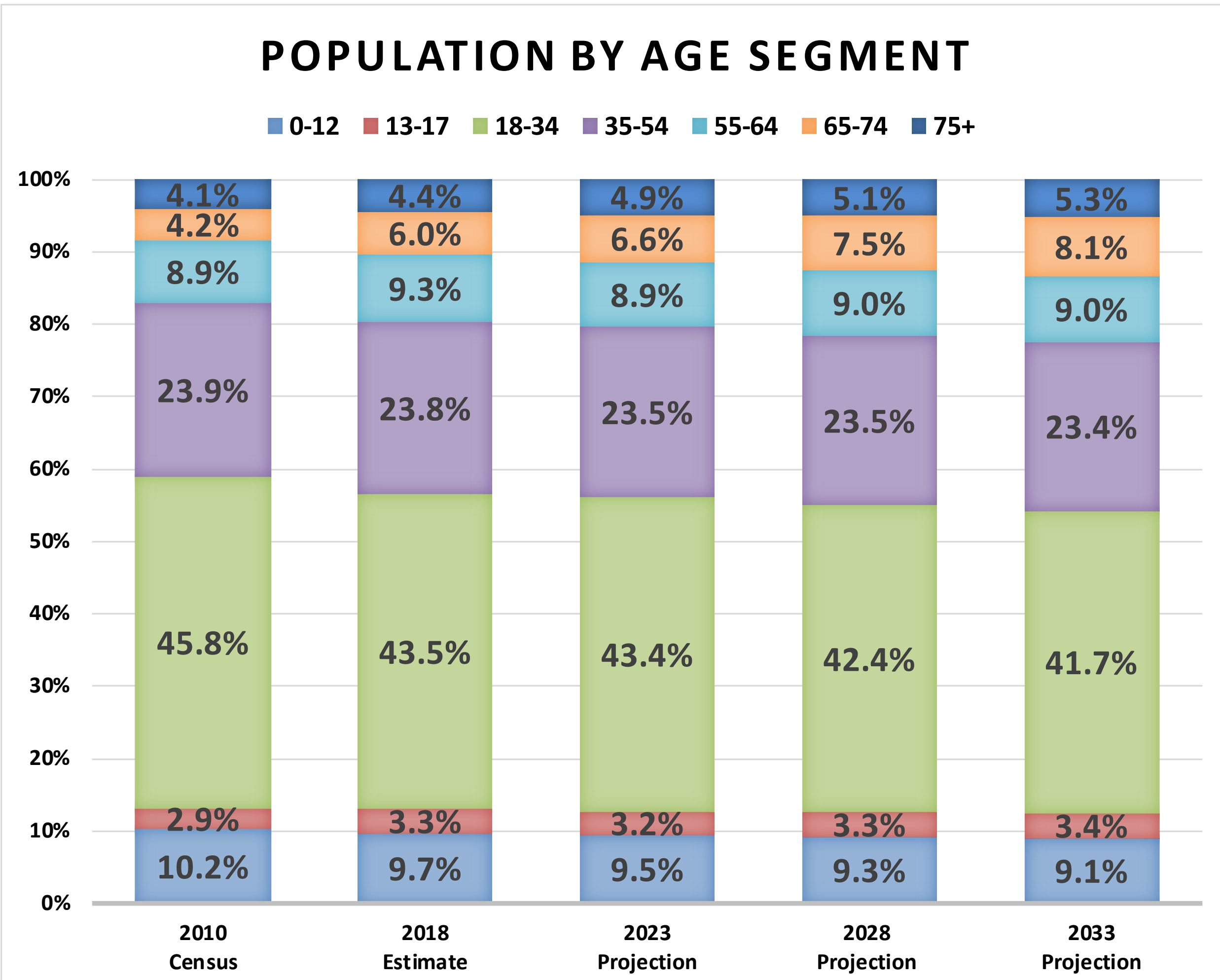


AGE SEGMENTATION

Evaluating the population by age segments, the Central service area skews towards young adults as the 18-34 segment makes up 43.5% of the current population.

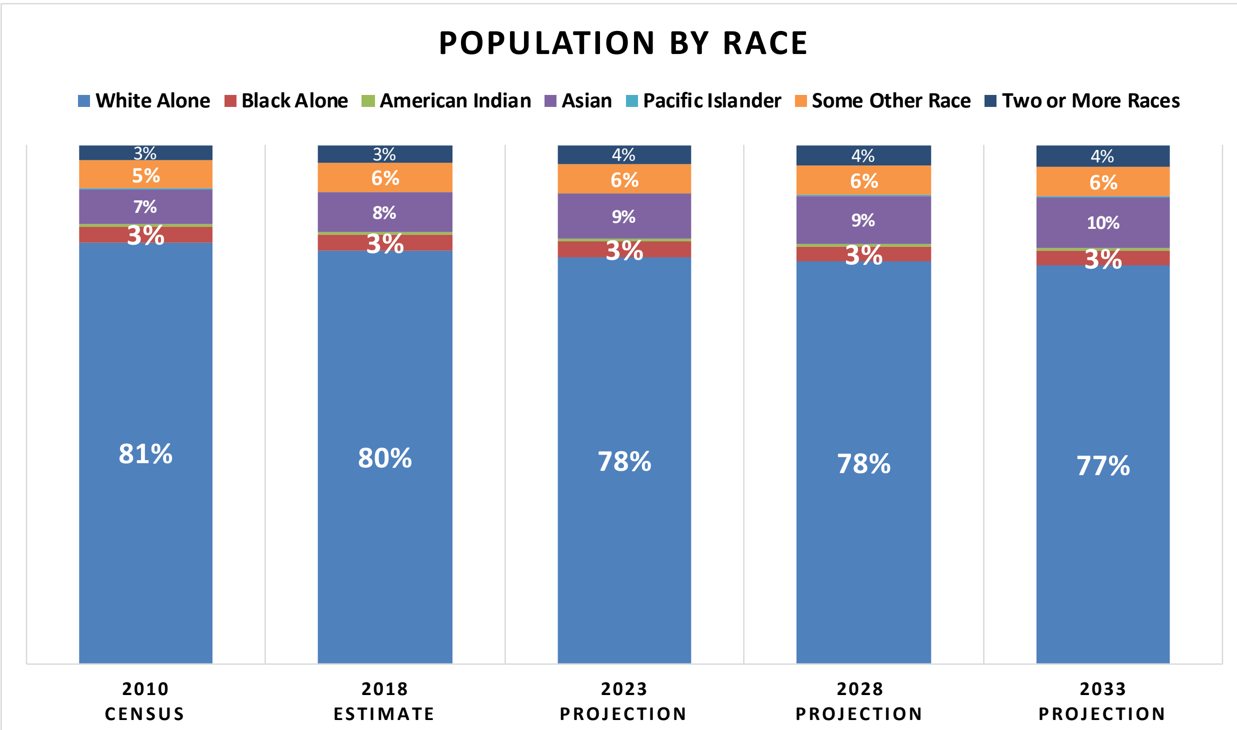
The overall age composition of the population within the Central service area is projected to age slightly over the next 15 years as the 55+ age segment will increase by 2.7% while all other major age segments remain relatively unchanged by 2033.

The age segmentation provided below divides residents up based on their states in life and their differing affinities to recreational activities.

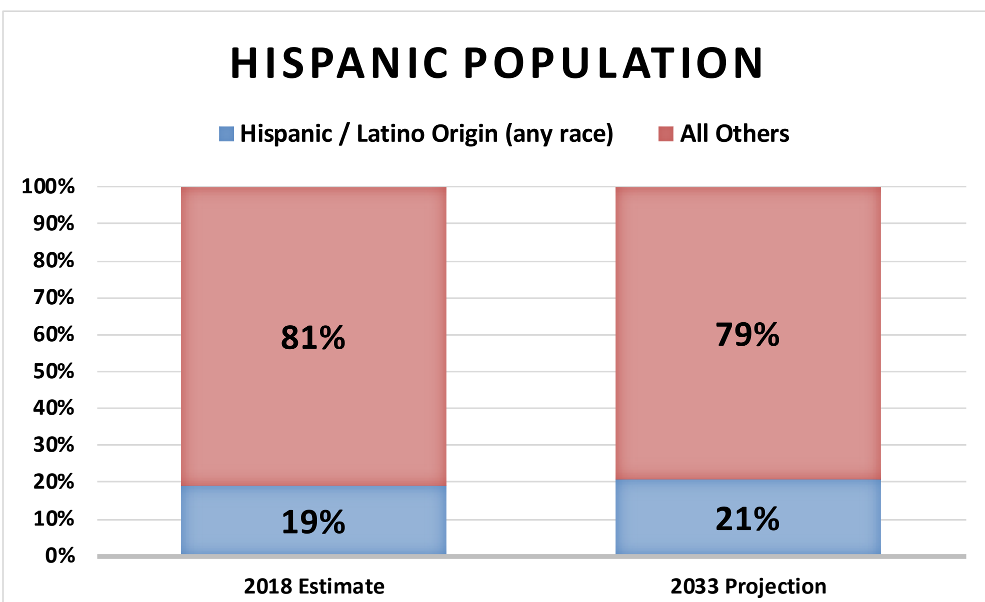


RACE AND ETHNICITY

In analyzing race, the Central service area's current populations are predominately White Alone. The 2018 estimates show that 80% of the service area's population falls into the White Alone category, while the Asian category (8%) representing the largest minority. The predictions for 2033 expect that the service area's population by race will diversify slightly with a decrease in the White Alone population by approximately 3% and the Asian population increasing by 2%.

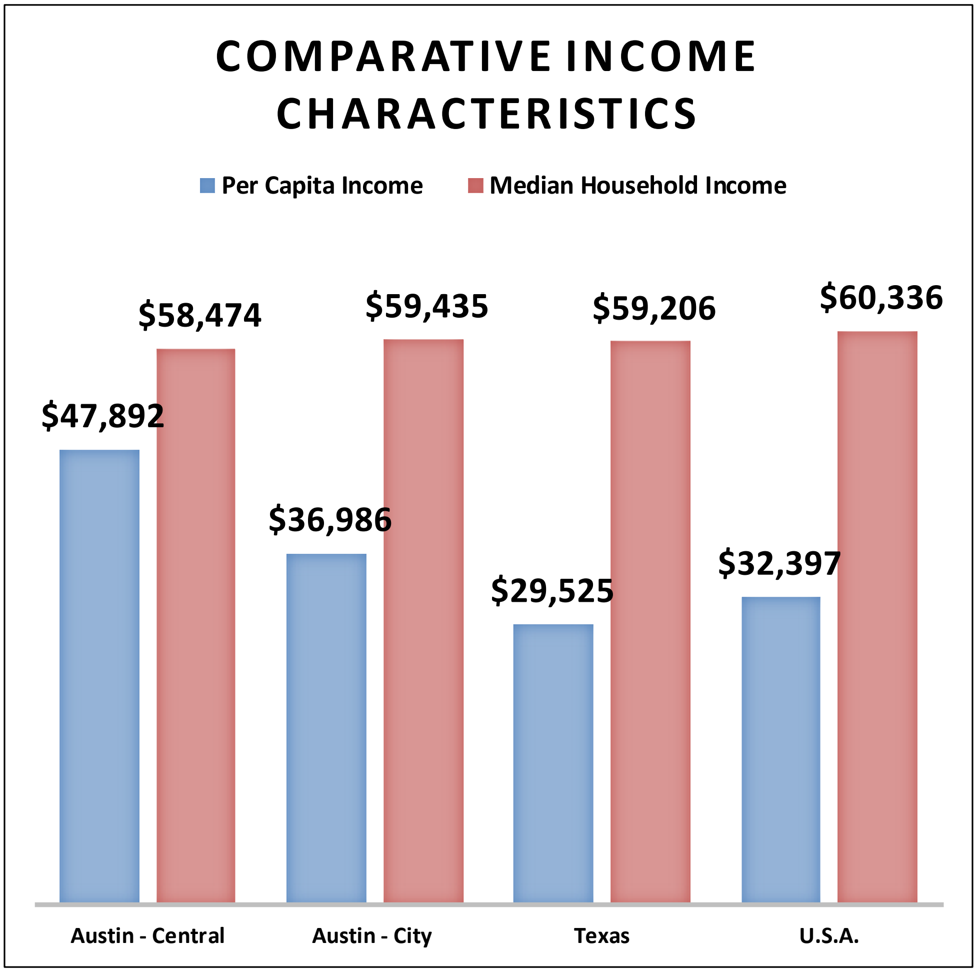


Based on the 2018 estimate, those of Hispanic/Latino origin represented 19% of the service area's total population. The Hispanic/Latino population is expected to experience a slight increase to 21% by 2033.



INCOME

As seen in the chart below, the Central service area's per capita is higher than the City of Austin as a whole as well as state and national averages with median household income in-line with those averages.



CENTRAL SERVICE AREA IMPLICATIONS

The following implications are derived from the analyses provided above. Each implication is organized by the outlined demographic information sections.

POPULATION

The population is significantly increasing and is projected to experience a 31.8% total population increase over the next 15 years. The number of households is projected to experience the same growth rate over the same time frame. With the Central service area population being influenced by the University of Texas at Austin (main campus), the Austin Parks and Recreation Department must define its market and determine what portion of the population is a primary customer of its services. This will assist the Department with "right-sizing" its investment in parks and recreation services in this service area.

AGE SEGMENTATION

The Central service area is heavily influenced by the 18-34 age segment. With the Central service area population being influenced by the University of Texas at Austin (main campus), the Austin Parks and Recreation Department must define its market and determine what portion of the population is a primary customer of its services. This will assist the Department with "right-sizing" its investment in parks and recreation services in this service area.

RACE AND ETHNICITY

A slightly diversifying population will likely focus the City on providing traditional and non-traditional programming and service offerings while always seeking to identify emerging activities and sports that in some cases will be defined by cultural influences.

HOUSEHOLDS AND INCOME

With a median and per capita household income slightly above and in-line with city, state and national averages, it would be important for the City to prioritize providing offerings that are first class while seeking opportunities to create revenue generation and provide offerings that focus on customer service at reasonable prices.

DEMOGRAPHIC SUMMARY

SERVICE AREA	DEMOGRAPHIC PROJECTIONS for 2033			
	POPULATION	AGE SEGMENTATION	RACE	INCOME
NORTH	Significant Growth (35% over the next 15 years)	Consistent (equitable distribution across age segments)	White (55%)/Some Other Race (13%)/Black Alone (10%); Hispanic (37%)	Equal to City, State and US Averages
EAST	Significant Growth (35% over the next 15 years)	Consistent (equitable distribution across age segments)	White (50%)/Some Other Race (22%)/Black Alone (20%); Hispanic (55%)	Below City, State and US Averages
SOUTHEAST	Extreme Growth (45% over the next 15 years)	Younger Population (63% under age of 35)	White (55%)/Some Other Race (27%); Hispanic (69%)	Well Below City, State and US Averages
SOUTHWEST	Significant Growth (33% over the next 15 years)	Consistent (equitable distribution across age segments)	White (72%)/Some Other Race (11%); Hispanic (37%)	Slightly Above City, State and US Averages
WEST	Significant Growth (32% over the next 15 years)	Slightly Aging Population (33% of population will be 55+)	White (75%)/Asian (15%); Hispanic (14%)	Well Above City, State and US Averages
CENTRAL	Significant Growth (32% over the next 15 years)	Heavy Young Adult (18-34) due to University of Texas at Austin	White (77%)/Asian (10%); Hispanic (21%)	Slightly Above City, State and US Averages

NATIONAL TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends. This analysis examines participation trends, activity levels, and programming trends. It is important to note that all trends are based on current and/or historical patterns and participation rates.

NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA*) Sports, Fitness & Recreational Activities Topline Participation Report 2018* was utilized in evaluating the following trends:

- National Trends in Sport and Fitness Participation
- Core vs. Casual Participation
- Activity by Generation

The study is based on findings from surveys carried out in 2017 and the beginning of 2018 by the Physical Activity Council, resulting in a total of 30,999 online interviews – both individual and household surveys. A sample size of 30,999 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 0.27 percentage points at a 95 percent confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 298,325,103 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.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency. 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 and recreational activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than 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.

INACTIVITY RATES / ACTIVITY LEVEL TRENDS

SFIA also categorizes participation rates by intensity, dividing activity levels into five categories based on the caloric implication (i.e., high calorie burning, low/med calorie burning, or inactive) and the frequency of participation (i.e., 1-50 times, 50-150 times, or above) for a given activity. Participation rates are expressed as 'super active' or 'active to a healthy level' (high calorie burning, 151+ times), 'active' (high calorie burning, 50-150 times), 'casual' (high calorie burning, 1-50 times), 'low/med calorie burning', and 'inactive'. These participation rates are then assessed based on the total population trend over the last five years, as well as breaking down these rates by generation.

NATIONAL TRENDS IN GENERAL SPORTS

The sports most heavily participated in the United States were Golf (23.8 million in 2016) and Basketball (23.4 million), which have participation figures well in excess of the other activities within the general sports category. The popularity of Golf and Basketball can be attributed to the ability to compete with relatively small number of participants. Even though Golf has experienced a recent decrease in participation, it still continues to benefit from its wide age segment appeal and is considered a life-long sport. Basketball's success can be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

Since 2012, Rugby and other niche sports, like Boxing, Lacrosse, and Roller Hockey have seen strong growth. Rugby has emerged as the overall fastest growing sport, as it has seen participation levels rise by 82.8% over the last five years. Based on the five-year trend, Boxing for Competition (42.6%), Lacrosse (35.1%), and Roller Hockey (34.2%) have also experienced significant growth. In the most recent year, the fastest growing sports were Boxing for Competition (13.1%) and Pickleball (11.3%).

During the last five years, the sports that are most rapidly declining include Ultimate Frisbee (-39.1%), Touch Football (-22.8%), Tackle Football (-16.0%), and Racquetball (-13.4%). For the most recent year, Ultimate Frisbee (-14.9%), Badminton (-12.6%), Gymnastics (-10.7%), and Volleyball-Sand/Beach (-9.9%) underwent the largest declines.

In general, the most recent year shares a similar pattern with the five-year trends; suggesting that the increasing participation rates in certain activities have yet to peak in sports like Rugby, Lacrosse, Field Hockey, and Competitive Boxing. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, including Squash, Ice Hockey, Roller Hockey and Volleyball-Sand/Beach. The reversal of the five-year trends in these sports may be due to a relatively low user base (ranging from 1-5 million) and could suggest that participation in these activities may have peaked.

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

The most popular sports, such as Basketball and Baseball, have a larger core participant base (engaged 13+ times annually) than casual participant base (engaged at least 1 time annually). Less mainstream, less organized sports such as Ultimate Frisbee, Roller Hockey, Squash, and Boxing for Competition have larger casual participation. Although these sports increased in participation over the last five years, the newcomers were mostly casual participants that may be more inclined to switch to other sports or fitness activities, resulting in the declining one-year trends.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Golf * (2011, 2015, and 2016 data)	25,682	24,120	23,815	-7.3%	-1.3%
Basketball	23,708	22,343	23,401	-1.3%	4.7%
Tennis	17,020	18,079	17,683	3.9%	-2.2%
Baseball	12,976	14,760	15,642	20.5%	6.0%
Soccer (Outdoor)	12,944	11,932	11,924	-7.9%	-0.1%
Softball (Slow Pitch)	7,411	7,690	7,283	-1.7%	-5.3%
Football, Flag	5,865	6,173	6,551	11.7%	6.1%
Badminton	7,278	7,354	6,430	-11.7%	-12.6%
Volleyball (Court)	6,384	6,216	6,317	-1.0%	1.6%
Football, Touch	7,295	5,686	5,629	-22.8%	-1.0%
Soccer (Indoor)	4,617	5,117	5,399	16.9%	5.5%
Football, Tackle	6,220	5,481	5,224	-16.0%	-4.7%
Volleyball (Sand/Beach)	4,505	5,489	4,947	9.8%	-9.9%
Gymnastics	5,115	5,381	4,805	-6.1%	-10.7%
Track and Field	4,257	4,116	4,161	-2.3%	1.1%
Cheerleading	3,244	4,029	3,816	17.6%	-5.3%
Racquetball	4,070	3,579	3,526	-13.4%	-1.5%
Pickleball	N/A	2,815	3,132	N/A	11.3%
Ultimate Frisbee	5,131	3,673	3,126	-39.1%	-14.9%
Ice Hockey	2,363	2,697	2,544	7.7%	-5.7%
Softball (Fast Pitch)	2,624	2,467	2,309	-12.0%	-6.4%
Lacrosse	1,607	2,090	2,171	35.1%	3.9%
Wrestling	1,922	1,922	1,896	-1.4%	-1.4%
Roller Hockey	1,367	1,929	1,834	34.2%	-4.9%
Rugby	887	1,550	1,621	82.8%	4.6%
Field Hockey	1,237	1,512	1,596	29.0%	5.6%
Squash	1,290	1,549	1,492	15.7%	-3.7%
Boxing for Competition	959	1,210	1,368	42.6%	13.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

*2017 information not available for **Golf.** Information to be released by National Golf Foundation. Participation figures above reflect 2011, 2015, and 2016 data.

NATIONAL TRENDS IN GENERAL FITNESS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals.

The most popular fitness activity, by far, is Fitness Walking, which had about 110.8 million participants in 2017, increasing 2.7% from the previous year. Other leading fitness activities based on total number of participants include Treadmill (52.9 million), Free Weights (52.2 million), Running/Jogging (50.7 million), Weight/Resistance Machines (36.2 million), and Stationary Cycling (36.0 million).

Over the last five years, the activities growing most rapidly are Non-Traditional / Off-Road Triathlons (74.7%), Trail Running (57.6%), and Aerobics (32.7%). Over the same time frame, the activities that have undergone the most decline include: Boot Camps Style Cross Training (-11.3%), Stretching (-7.5%), and Weight/Resistance Machines (-6.9%).

In the last year, activities with the largest gains in participation were Triathlon Non-Traditional/Off Road (10.1%), Running/Jogging (7.1%), and Trail Running (6.6%). From 2016-2017, the activities that had the most decline in participation were Traditional/Road Triathlon (-8.9%), Cardio Kickboxing (-3.0%), and Calisthenics/Bodyweight Exercise (-2.6%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

It should be noted that many of the activities that are rapidly growing have a relatively low user base, which allows for more drastic shifts in terms of percentage, especially for five-year trends. Increasing casual participants may also explain the rapid growth in some activities. For instance, core/casual participation trends showed that over the last five years, casual participants increased drastically in Non-Traditional/ Off Road (119.6%) and Tai Chi (26.9%), while the core participant base of both activities experienced significantly less growth.

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Fitness Walking	114,029	107,895	110,805	-2.8%	2.7%
Treadmill	50,839	51,872	52,966	4.2%	2.1%
Free Weights (Dumbbells/Hand Weights)	N/A	51,513	52,217	N/A	1.4%
Running/Jogging	51,450	47,384	50,770	-1.3%	7.1%
Weight/Resistant Machines	38,999	35,768	36,291	-6.9%	1.5%
Stationary Cycling (Recumbent/Upright)	35,987	36,118	36,035	0.1%	-0.2%
Stretching	35,873	33,771	33,195	-7.5%	-1.7%
Elliptical Motion Trainer*	28,560	32,218	32,283	13.0%	0.2%
Free Weights (Barbells)	26,688	26,473	27,444	2.8%	3.7%
Yoga	23,253	26,268	27,354	17.6%	4.1%
Calisthenics/Bodyweight Exercise	N/A	25,110	24,454	N/A	-2.6%
Choreographed Exercise	N/A	21,839	22,616	N/A	3.6%
Aerobics (High Impact)	16,178	21,390	21,476	32.7%	0.4%
Stair Climbing Machine	12,979	15,079	14,948	15.2%	-0.9%
Cross-Training Style Workout	N/A	12,914	13,622	N/A	5.5%
Stationary Cycling (Group)	8,477	8,937	9,409	11.0%	5.3%
Trail Running	5,806	8,582	9,149	57.6%	6.6%
Pilates Training	8,519	8,893	9,047	6.2%	1.7%
Cardio Kickboxing	6,725	6,899	6,693	-0.5%	-3.0%
Boot Camp Style Cross-Training	7,496	6,583	6,651	-11.3%	1.0%
Martial Arts	5,075	5,745	5,838	15.0%	1.6%
Boxing for Fitness	4,831	5,175	5,157	6.7%	-0.3%
Tai Chi	3,203	3,706	3,787	18.2%	2.2%
Barre	N/A	3,329	3,436	N/A	3.2%
Triathlon (Traditional/Road)	1,789	2,374	2,162	20.8%	-8.9%
Triathlon (Non-Traditional/Off Road)	1,075	1,705	1,878	74.7%	10.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

*Cardio Cross Trainer is merged to Elliptical Motion Trainer

NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the SFIA report demonstrate a contrast of growth and decline in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints.

In 2017, the most popular activities, in terms of total participants, from the outdoor / adventure recreation category include: Day Hiking (44.9 million), Road Bicycling (38.8 million), Freshwater Fishing (38.3 million), and Camping within ¼ mile of Vehicle/Home (26.2 million).

From 2012-2017, BMX Bicycling (83.4%), Adventure Racing (56.3%), Backpacking Overnight (38.3%), and Day Hiking (30.1%) have undergone the largest increases in participation. Similarly, in the last year, activities growing most rapidly include: BMX Bicycling (10.0%), Backpacking Overnight (8.1%), and Day Hiking (6.6%).

The five-year trend shows activities declining most rapidly were In-Line Roller Skating (-20.7%), Camping within ¼ mile of Home/Vehicle (-16.5%), and Birdwatching (-9.2%). More recently, activities experiencing the largest declines were Adventure Racing (-15.7%), Traditional Climbing (-9.4%), and In-Line Roller Skating (-2.1%).

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

Regarding the national trend of outdoor activities participation is on the rise, all activities, except for In-Line Roller Skating and Freshwater Fishing, underwent increases in casual participation over the last five years. Any decline in participation over the last five years was mainly ascribed to decreases in core participants for activities such as In-Line Roller Skating (-32.6%), Skateboarding (-10.7%), Road Bicycling (-10.4%), Camping Recreational Vehicle (-10.0%), and Archery (-3.2%).

National Participatory Trends - Outdoor / Adventure Recreation

Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Hiking (Day)	34,519	42,128	44,900	30.1%	6.6%
Bicycling (Road)	39,790	38,365	38,866	-2.3%	1.3%
Fishing (Freshwater)	39,002	38,121	38,346	-1.7%	0.6%
Camping (< 1/4 Mile of Vehicle/Home)	31,454	26,467	26,262	-16.5%	-0.8%
Camping (Recreational Vehicle)	15,903	15,855	16,159	1.6%	1.9%
Fishing (Saltwater)	12,000	12,266	13,062	8.9%	6.5%
Birdwatching (>1/4 mile of Vehicle/Home)	13,535	11,589	12,296	-9.2%	6.1%
Backpacking Overnight	7,933	10,151	10,975	38.3%	8.1%
Bicycling (Mountain)	7,265	8,615	8,609	18.5%	-0.1%
Archery	7,173	7,903	7,769	8.3%	-1.7%
Fishing (Fly)	5,848	6,456	6,791	16.1%	5.2%
Skateboarding	6,227	6,442	6,382	2.5%	-0.9%
Roller Skating, In-Line	6,647	5,381	5,268	-20.7%	-2.1%
Bicycling (BMX)	1,861	3,104	3,413	83.4%	10.0%
Adventure Racing	1,618	2,999	2,529	56.3%	-15.7%
Climbing (Traditional/Ice/Mountaineering)	2,189	2,790	2,527	15.4%	-9.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport, which is most likely why it has experienced such strong participation growth among the American population. In 2017, Fitness Swimming is the absolute leader in overall participation (27.1 million) for aquatic activities, due in large part to its broad, multigenerational appeal. In the most recent year, Fitness Swimming reported the strongest growth (2.0%) among aquatic activities, while Aquatic Exercise and Competitive Swimming experienced decreases in participation.

Aquatic Exercise has had a strong participation base of 10.4 million, however it also has recently experienced a slight decrease in participants (-1.1%). Based on previous trends, this activity could rebound in terms of participation due largely to ongoing research that demonstrates the activity's great therapeutic benefit coupled with increased life expectancies and a booming senior population. Aquatic Exercise has paved the way as a less stressful form of physical activity, while allowing similar benefits as land-based exercises, such as aerobic fitness, resistance training, flexibility, and balance. Doctors are still recommending Aquatic Exercise for injury rehabilitation, mature patients, and patients with bone or joint problems. Compared to a standard workout, Aquatic Exercise can significantly reduce stress placed on weight-bearing joints, bones, and muscles, while also reducing swelling.

National Participatory Trends - Aquatics

Activity	Participation Levels			% Change	
	2012	2016	2017	5-Year Trend	1-Year Trend
Swimming (Fitness)	23,216	26,601	27,135	16.9%	2.0%
Aquatic Exercise	9,177	10,575	10,459	14.0%	-1.1%
Swimming (Competition)	2,502	3,369	3,007	20.2%	-10.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

CORE VS. CASUAL TRENDS IN AQUATIC ACTIVITY

While all activities have undergone increases in participation over the last five years, most recently, casual participation (1-49 times) is increasing much more rapidly than core participation (50+ times). For the five-year timeframe, casual participants of Competition Swimming increased by 56.2%, Aquatic Exercise by 24.8%, and Fitness Swimming by 21.0%. However, core participants of Competition Swimming decreased by -6.5% and Aquatic Exercise declined by -4.6% (from 2012 to 2017).

NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

The most popular water sports / activities based on total participants in 2017 were Recreational Kayaking (10.5 million), Canoeing (9.2 million), and Snorkeling (8.3 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has long winter seasons or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

Over the last five years, Stand-Up Paddling (138.9%) was by far the fastest growing water activity, followed by White Water Kayaking (33.1%), Recreational Kayaking (28.7%), and Sea/Tour Kayaking (20.8%). Although the five-year trends show water sport activities are getting more popular, the most recent year shows a different trend. From 2016-2017 Stand-Up Paddling Recreational Kayaking reflect much slower increases in participation (3.3% and 5.2%), while White Water Kayaking (-2.0%), Sea/Tour Kayaking (-5.4%) both show decreases in participation numbers.

From 2012-2017, activities declining most rapidly were Jet Skiing (-22.6%), Water Skiing (-19.4%), and Wakeboarding (-10.8%). In the most recent year, activities experiencing the greatest declines in participation included: Boardsailing/Windsurfing (-9.4%), Canoeing (-8.2%), and Scuba Diving (-7.6%).

National Participatory Trends - Water Sports / Activities					
Activity	**Participation Levels**			**% Change**	
	2012	**2016**	**2017**	**5-Year Trend**	**1-Year Trend**
Kayaking (Recreational)	8,187	10,017	10,533	28.7%	5.2%
Canoeing	9,813	10,046	9,220	-6.0%	-8.2%
Snorkeling	8,664	8,717	8,384	-3.2%	-3.8%
Jet Skiing	6,996	5,783	5,418	-22.6%	-6.3%
Sailing	3,841	4,095	3,974	3.5%	-3.0%
Water Skiing	4,434	3,700	3,572	-19.4%	-3.5%
Rafting	3,756	3,428	3,479	-7.4%	1.5%
Stand-Up Paddling	1,392	3,220	3,325	138.9%	3.3%
Wakeboarding	3,368	2,912	3,005	-10.8%	3.2%
Kayaking (Sea/Touring)	2,446	3,124	2,955	20.8%	-5.4%
Scuba Diving	2,781	3,111	2,874	3.3%	-7.6%
Surfing	2,545	2,793	2,680	5.3%	-4.0%
Kayaking (White Water)	1,878	2,552	2,500	33.1%	-2.0%
Boardsailing/Windsurfing	1,372	1,737	1,573	14.7%	-9.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

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 more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors.

ACTIVITY BY GENERATION

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity level by generation shows a converse correlation between age and healthy activity rates.

Generation Z (born 2000+) were the most active, with only 17.6% identifying as inactive. Approximately 65% of individuals within this generation where active in 2017; with 26.3% being active to a healthy level, 18.5% being active & high calorie, and 20.1% being casual active & low/med calorie.

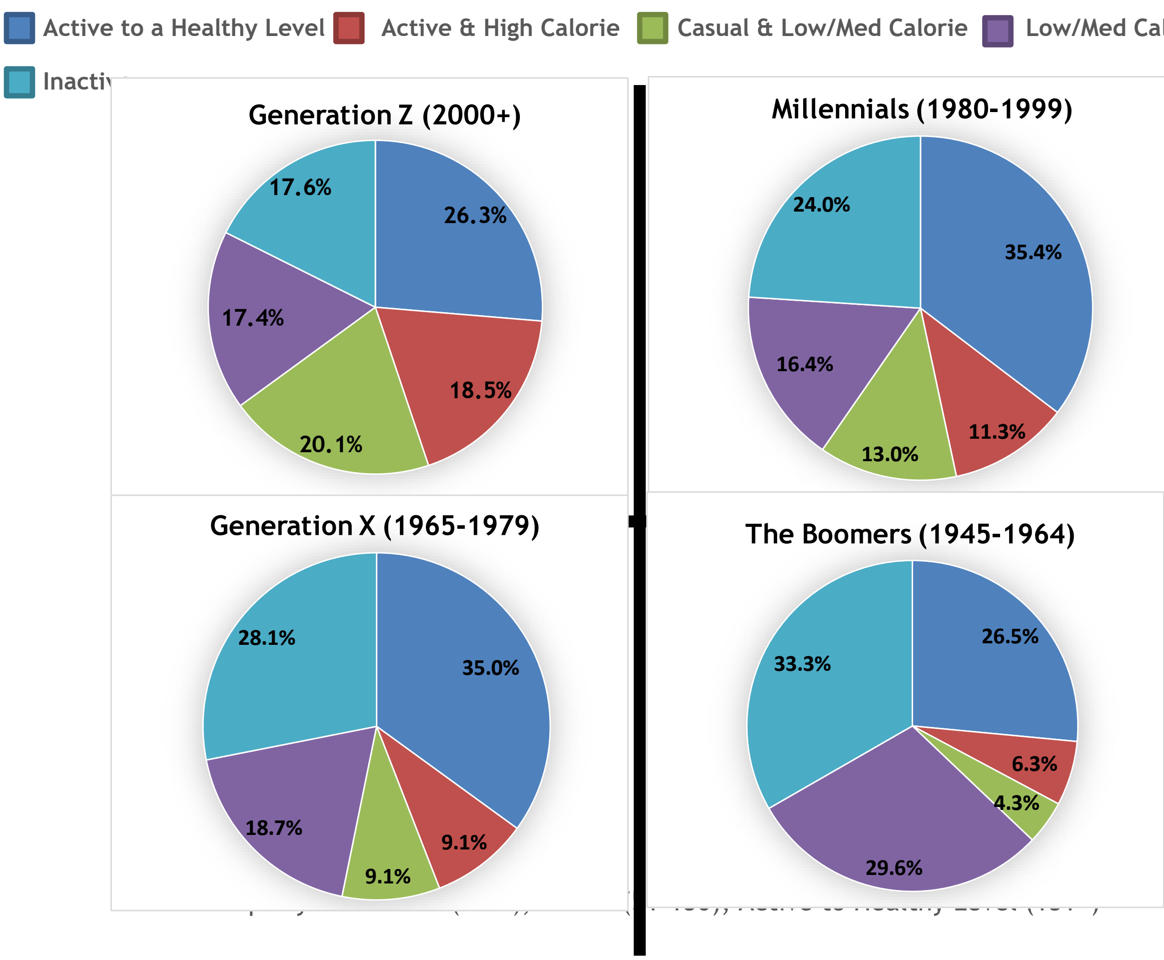
Almost half (46.7%) of **millennials (born 1980-1999)** were active to a healthy level (35.4%) or active & high calorie (11.3%), while 24.0% claimed they were inactive. Even though this inactive rate is much higher than Generation Z's (17.6%), it is still below the national inactive rate (28%).

Generation X (born 1965-1979) has the second highest active to a healthy level rate (35.0%) among all generations, only being 0.4% less than Millennials. At the same time, they also have the second highest inactive rate, with 28.1% not active at all.

The Boomers (born 1945-1964) were the least active generation, with an inactive rate of 33.3%. This age group tends to participate in less intensive activities. Approximately 34% claimed to engage in casual & low/med calorie (4.3%) or low/med calorie (29.6%) burning activities.

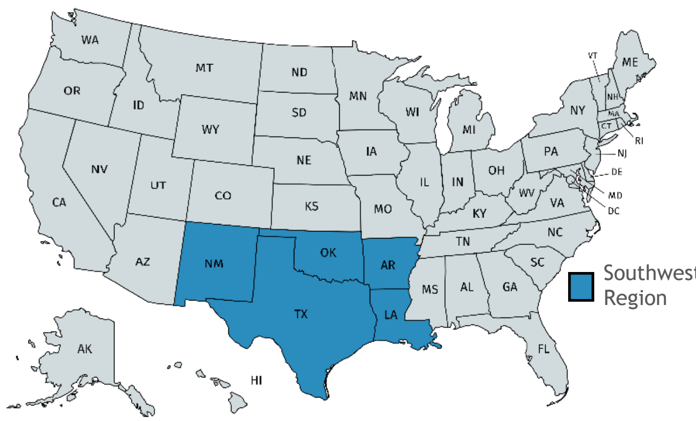
2017 Participation Rates by Generation

US population, Ages 6+



PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (SOUTHWEST REGION)

NRPA's *Agency Performance Review 2018* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 1,069 park and recreation agencies across the U.S. as reported between 2015 and 2017.



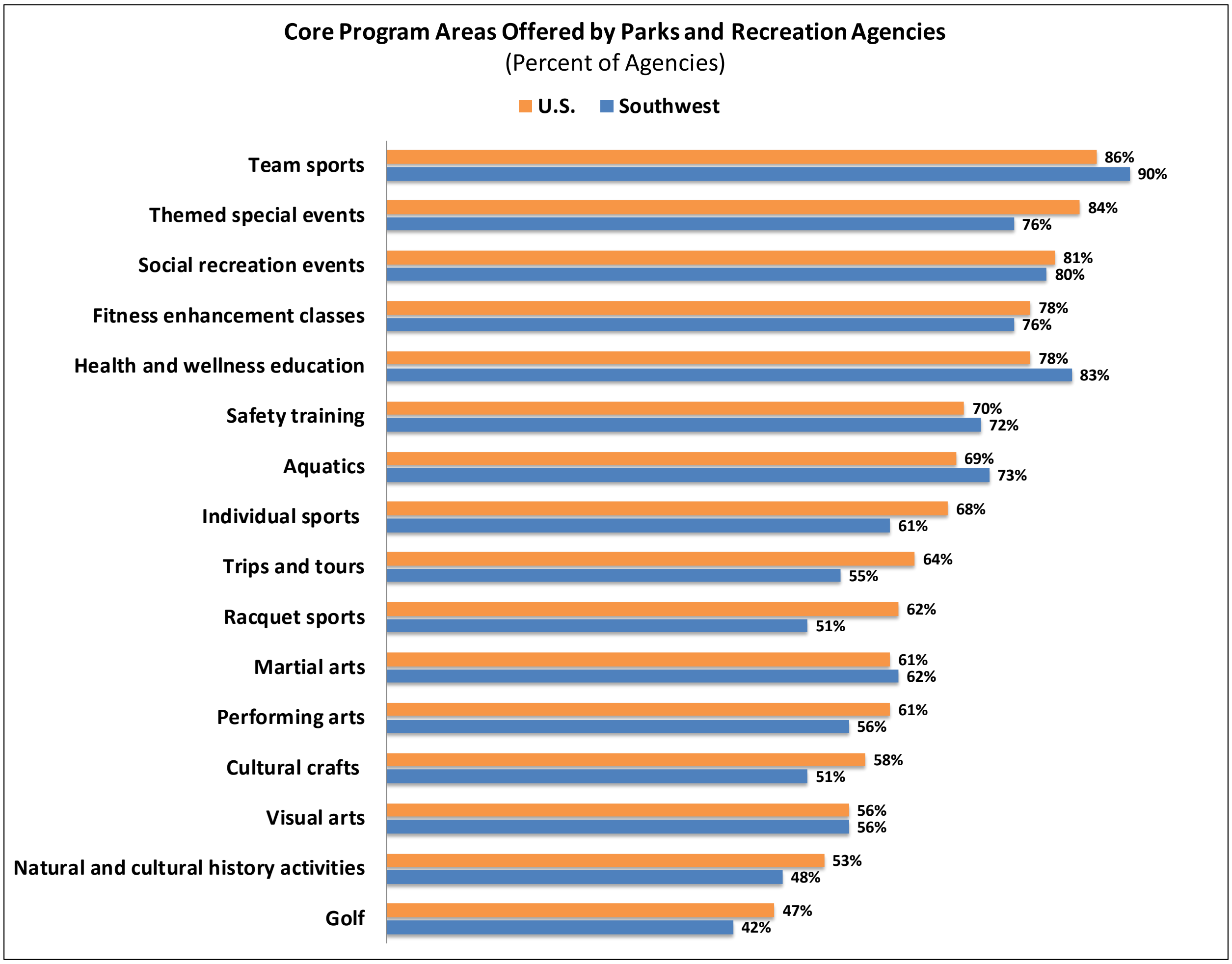
The report shows that the typical agencies (i.e., those at the median values) offer 161 programs annually, with roughly 60% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below.

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

Top 5 Most Offered Core Program Areas (Offered by Parks and Recreation Agencies)	
U.S. (% of agencies offering)	**Southwest Region (% of agencies offering)**
• **Team sports (86%)**	• Team sports (90%)
• **Themed special events (84%)**	• Health and wellness education (83%)
• **Social recreation events (81%)**	• Social recreation events (80%)
• **Fitness enhancement classes (78%)**	• Themed special events (76%)
• **Health and wellness education (78%)**	• Fitness enhancement classes (76%)

In general, Southwest park and recreation agencies offered programs at a significantly lower rate than the national average. Based on a discrepancy threshold of 5% or more, Southwest agencies are offering themed special events, individual sports, trips and tours, racquet sports, cultural crafts, Natural and cultural history activities, and golf at a lower rate than the national average. Contradictory, the Pacific Southwest Region is leading the national average in regards to health and wellness education programs. A complete comparison of regional and national programs offered by agencies can be found in the table below.



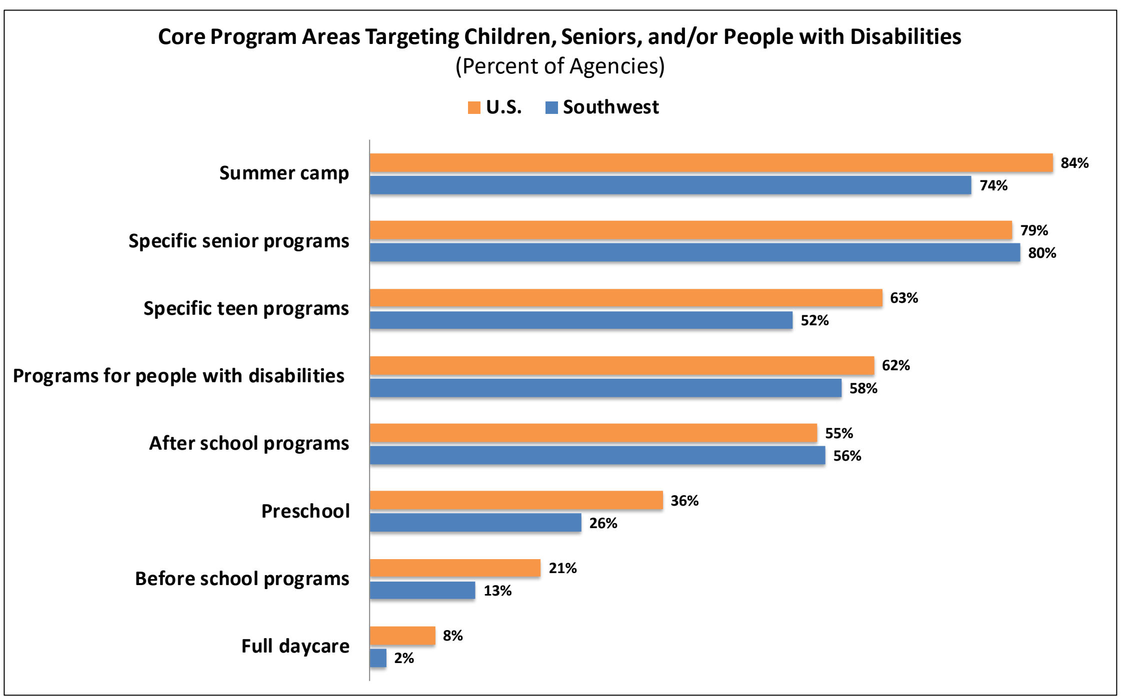
TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES

For better understanding of targeted programs by age segment, the NRPA also tracks program offerings that cater specifically to children, seniors, and people with disabilities, on a national and regional basis. This allows for further analysis of these commonly targeted populations. According to the 2018 NRPA Agency Performance Review, approximately 79% of agencies offer dedicated senior programming, while 62% of park and recreation agencies provide adaptive programming for individuals with disabilities.

Based on information reported to the NRPA, the top three activities that target children, seniors, and/or people with disabilities most frequently offered by park and recreation agencies are described in the table below.

Top 3 Most Offered Core Program Areas (Targeting Children, Seniors, and/or People with Disabilities)	
U.S. (% of agencies offering)	**Southwest Region (% of agencies offering)**
• Summer camp (84%)	• Specific senior programs (80%)
• Senior programs (79%)	• Summer camp (74%)
• Teen programs (63%)	• Disabilities programs (58%)

Agencies in the Southwest tend to offer targeted programs at a significantly lower rate than the national average. This is especially evident when looking at summer camps, specific teen programs, preschool programs, before school programs, and full daycare programs. A complete comparison of regional and national programs offered by agencies can be found in the table below.



LOCAL SPORT AND MARKET POTENTIAL

The following chart shows sport and leisure market potential data from ESRI by service area. A Market Potential Index (MPI) measures the probable demand for a product or service in each of the City of Austin, Texas' service areas. The MPI shows the likelihood that a resident of the target area will participate in certain activities when compared to the US National average. The National average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate.

ESRI's MPI for a product or service for an area is calculated by the ratio of the local consumption rate for a product or service for the area to the US consumption rate for the product or service, multiplied by 100. MPIs are derived from the information integration from four consumer surveys.

The service areas are compared to the national average in three (3) categories – general sports, fitness and outdoor activity.

It is recommended that the City examine the MPIs in the table on the following page to gain a sense of local consumption behavior by service area based upon market research. The MPIs should be one component of an overall demand analysis including participation rates, market competition, community survey, and other community input information. The MPIs that equal or are above 100, are identified as being popular consumption activities; however, programming should not solely center on high MPI activities because service providers often need to provide niche activities.

General Sports	National Average	North	East	Southeast	Southwest	West	Central
Baseball	100	110	104	118	106	95	134
Basketball	100	110	99	115	114	108	154
Football	100	110	107	129	110	94	152
Frisbee	100	100	87	95	106	107	155
Golf	100	95	72	67	117	133	112
Ping Pong	100	113	83	106	115	133	166
Soccer	100	120	123	139	105	127	165
Softball	100	105	93	110	103	85	111
Tennis	100	113	95	93	115	160	168
Volleyball	100	108	93	123	97	120	204
Fitness	**National Average**	**North**	**East**	**Southeast**	**Southwest**	**West**	**Central**
Aerobics	100	112	96	97	118	135	126
Jogging/ Running	100	125	95	104	128	158	164
Pilates	100	109	100	99	118	162	145
Swimming for Exercise	100	95	79	78	109	130	124
Walking for Exercise	100	101	84	80	110	128	103
Weight Lifting	100	116	81	93	124	151	147
Yoga	100	128	104	105	129	168	174
Zumba	100	110	120	109	113	132	131
Outdoor Recreation	**National Average**	**North**	**East**	**Southeast**	**Southwest**	**West**	**Central**
Archery	100	86	67	71	92	100	94
Backpacking	100	108	105	100	113	124	176
Bicycling (Mountain)	100	108	94	97	122	134	160
Bicycling (Road)	100	102	82	80	114	141	153
Boating (Power)	100	85	72	74	106	94	116
Canoeing/Kayaking	100	89	74	70	101	133	144
Fishing (Fresh Water)	100	79	65	75	94	77	85
Fishing (Salt Water)	100	104	95	98	113	103	118
Hiking	100	109	88	84	120	161	157
Horseback Riding	100	85	86	78	90	99	99
Target Shooting	100	96	71	85	103	91	96

SUMMARY

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

Overall,

- Golf remained the most popular sport nationally.
- Nationally, rugby has emerged as the overall fastest growing sport over the past five years and though it has yet to make its presence felt in Austin.
- Ultimate Frisbee is losing participants both locally and nationally and is being replaced by Frisbee/Disc Golf.
- Tackle football and touch football are losing participants both locally and nationally.
- All listed aquatic activities have experienced strong participation growth, both locally and nationally. Swimming on a team saw significant increases in casual participation.
- Fitness walking remained the most popular fitness activity nationally and will likely grow in popularity in Austin.
- Outdoor recreational activities are on the rise nationally. Hiking is extremely popular both nationally and locally.
- Based on national measurements, income level has a negative impact on inactivity rate. Lower income households tend to have higher inactivity rate. Age is also a significant factor to inactivity level. Generation Z (age 6-17) had the lowest inactivity rate while the boomers (age 55+) had the highest inactivity rate.
- Besides income and age factors, non-participants are more likely to join sports or fitness activities if a friend accompanies them.
- Ownership of health and fitness tracking devices has increased in recent years.
- Market Potential Indices indicate that Austin generally has higher than average demand for general sports, fitness and outdoor recreation in the North, West, Central and Southwest service areas. The East and Southeast service areas have lower than MPI numbers than the other four planning areas. Contributing factors to the lower MPI numbers could include lack of program availability, lower income levels and lack of physical locations for the activities to occur.