CHAPTER ONE MARKET ANALYSIS

1.1 DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population within Culpeper County, Virginia. This analysis is reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity.

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.

1.1.1 DEMOGRAPHIC OVERVIEW

The total population of the County has recently experienced a rather significant increase of approximately 5.16%; from 46,689 in 2010 to 49,100 in 2015. The current estimated population is projected to continue its rapid growth, increasing to 52,267 individuals in 2020, and 57,719 by 2030.

According to U.S. Census reports, the total number of households in the target area has experienced a coinciding upward trend, increasing roughly 5.00%, from 16,231 in 2010 to 17,043 in 2015. The County's total households are expected to continue to increase at this steady rate up to 19,919 households by 2030.

The County's median household income ($61,123) and per capita income ($27,361) are both below the state averages.

Based on the 2010 Census, the population of the target area is just slightly higher (38.8 years) than the median age of the U.S. (37.2 years). Projections show that the service area will undergo an aging trend throughout 2030, as the 55+ age group grows to represent just over 33% of the total population.

The estimated 2015 population of the service area is predominantly White Alone (74.41%), with the Black Alone (15.78%) population representing the largest minority. Future projections show that by 2030 the overall composition of the population will become slightly more diverse. Forecasts of the target area through 2030 expect minimal decreases in the White Alone (72.32%) and Black Alone (13.85%) populations; coinciding with slight increases in the population for all other race segments.

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 November 2015 and reflects actual numbers as reported in the 2010 Censuses, and estimates for 2015 and 2020 as obtained by ESRI. Straight line linear regression was utilized for projected 2025 and 2030 demographics. Culpeper County's boundaries were utilized as the demographic analysis boundary shown below in **Figure 1.**

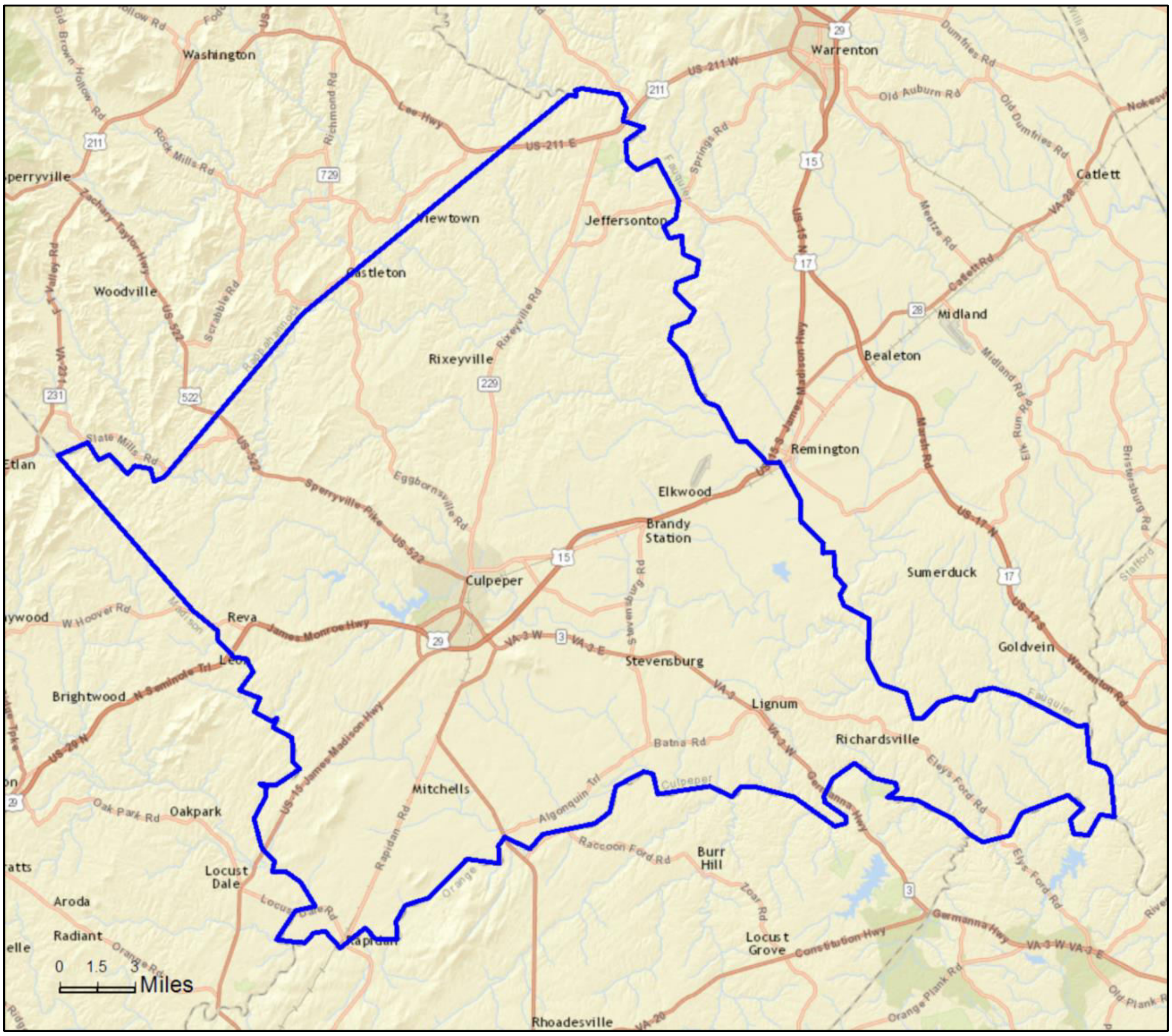

Figure 1- Culpeper County, Virginia- County Limits

RACE AND ETHNICITY DEFINTIONS

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

1.1.3 CULPEPER COUNTY POPULACE

POPULATION

The County's population has seen a substantial growing trend in recent years and is currently estimated at 49,100 individuals. Projecting ahead, the total population is expected to continue to grow over the next 15 years. Based on predictions through 2030, the County is expected to have just over 57,719 residents living within 19,919 households (**Figure 2).**

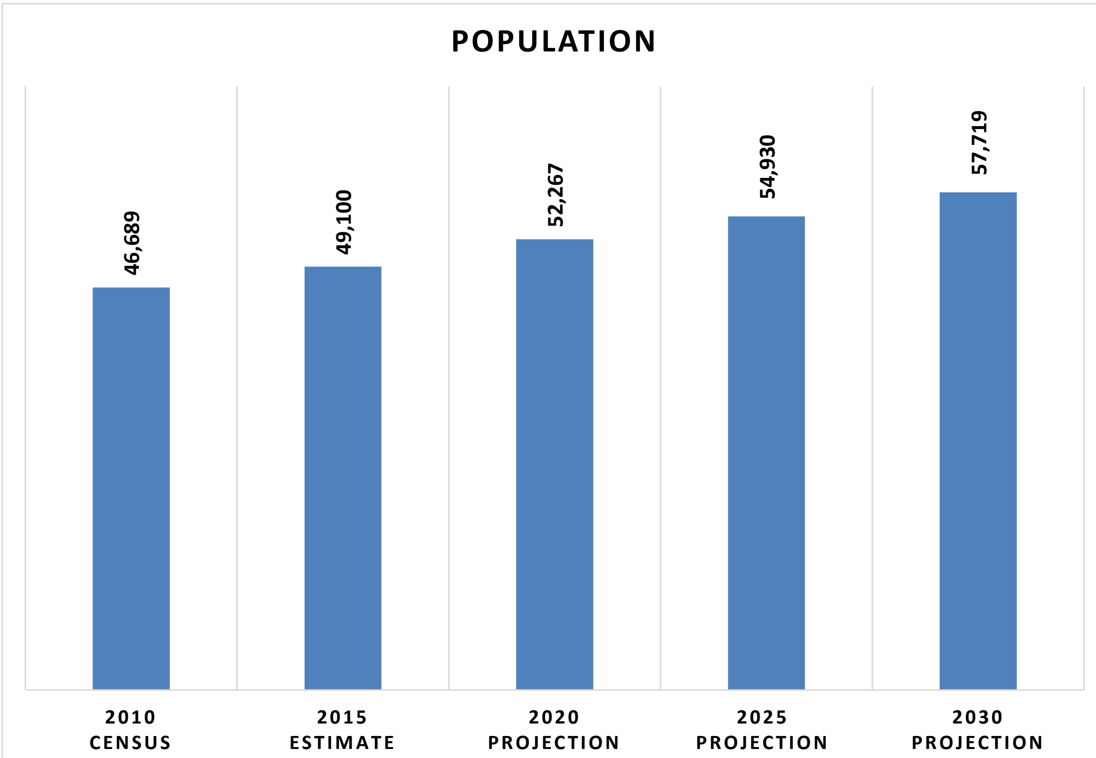

Figure 2-Total Population

AGE SEGMENT

Evaluating the population by age segments, the service area exhibits a somewhat skewed distribution among the four major age segments; with the 35-54 and 55+ segments representing 54.7% of the County's total population. Currently, the County has a predominately middle aged population, with the average age of its residents being 38.8 years old.

The overall composition of the population is projected to undergo an aging trend. While the younger three age segments are expected to experience decreases in population percentage; the 55+ age segment is projected to continue increasing an additional 6.3% over the next 15 years. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment (**Figure 3**).

When looking at Culpeper County's Parks and Recreation Department, they currently offer a wide variety of programs; most of which cater to the youth population. Moving forward, the Parks and Recreation Department might want to consider adding additional programs for its adult/senior residents. With Culpeper County's population expected to continue to age over the next 15 years, this would be a great opportunity for the department to satisfy any unmet recreational needs for these older two age segments.

Also, given the differences in how active adults (55+) participate in recreation programs, the trend is moving toward having at least two different segments of older adults. The department could evaluate further splitting program offerings into 55–74 and 75 plus program segments.

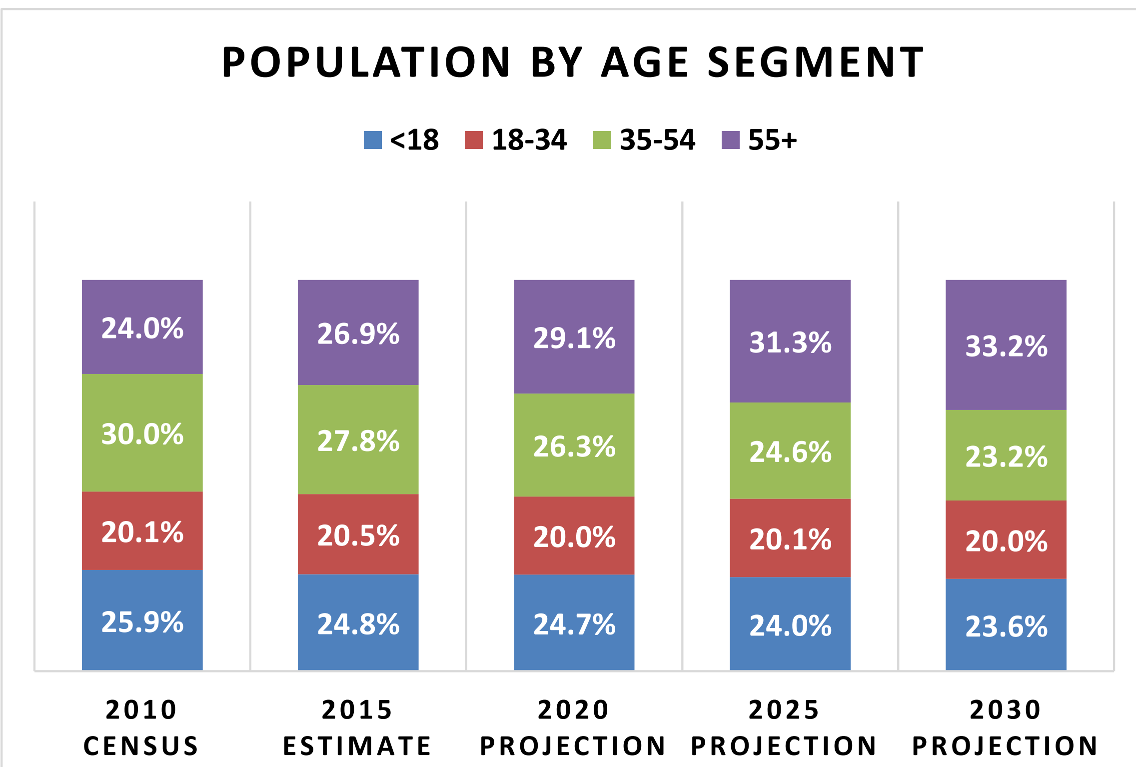

Figure 3-Population Age by Segments

RACE AND ETHNICITY

In analyzing race, the service area's current population is predominately White Alone. The 2015 estimate shows that 74.41% of the population falls into the White Alone category, while the Black Alone category (15.21%) represents the largest minority. The predictions for 2030 expect the population by race to become slightly more diverse. There is expected to be a minimal decrease in the White Alone and Black Alone categories; accompanied by slight increases in population of all other races. (**Figure 4**)

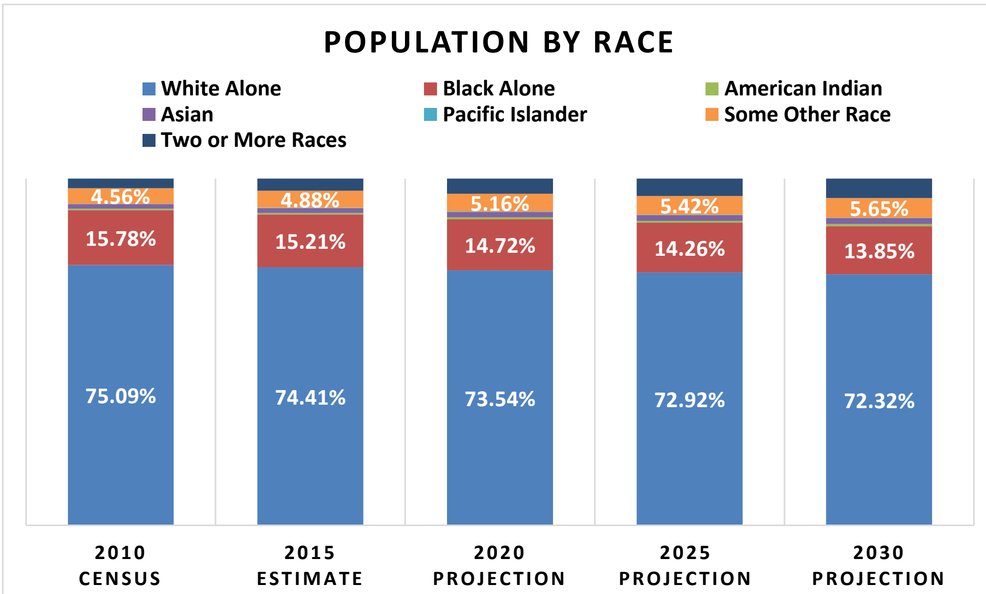

Figure 4- Population by Race

HOUSEHOLDS AND INCOME

As seen in **Figure 5**, the County's per capita income ($27,361) is below the state and national averages. When looking at the median household income ($61,123) it is well above the national average but falls slightly below the state average.

With the household income being above the national average, this indicates the presence of disposable income. Residents living in Culpeper County will be more likely to desire best in class facilities and be willing to pay for them compared to the average United States citizen.

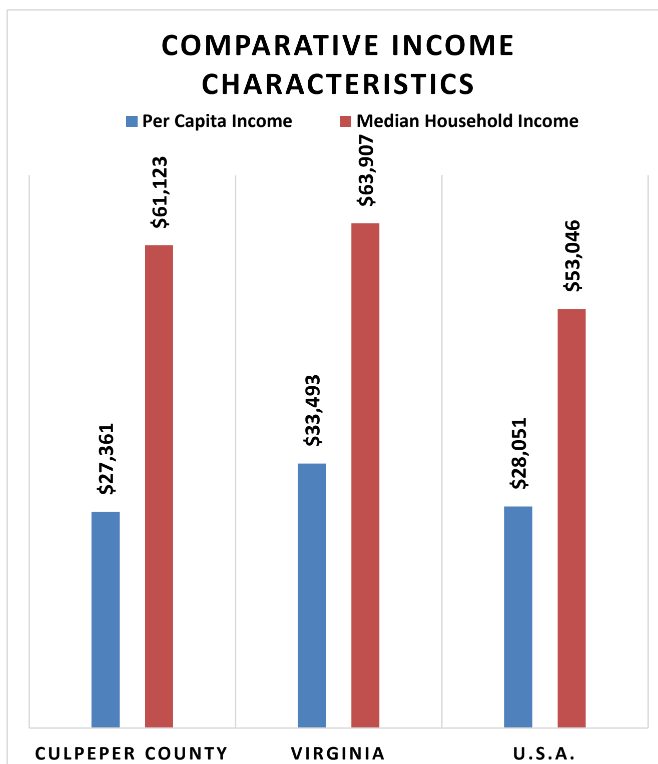

Figure 5 - Comparative Income Characteristics

1.2 TRENDS ANALYSIS

The following tables summarize the findings from the Sports & Fitness Industry Association's (SFIA) 2015 Sports, Fitness and Leisure Activities Topline Participation Report, as well as the local market potential index data, which compares the demand for recreational activities and spending of residents for the targeted area to the national averages.

Summary of National Participatory Trends Analysis
1. Number of "inactives" decreased slightly, those 'active to a healthy level' on the rise a. "Inactives" up 3% in 2014, from 80.2 million to 82.7 million b. Approximately one-third of Americans (ages 6+) are active to a healthy level
2. Most popular sport and recreational activities a. Fitness Walking (112.6 million) b. Running/Jogging (51.1 million) c. Treadmill (50.2 million)
3. Most participated in team sports a. Golf (24.7 million) b. Basketball (23 million) c. Tennis (17.9 million)
4. Activities most rapidly growing over last five years a. Adventure Racing - up 136% b. Non-traditional/Off-road Triathlon - up 123% c. Squash - up 101% d. Traditional/Road Triathlon - up 92% e. Rugby - up 77%
5. Activities most rapidly declining over last five years a. Wrestling - down 40% b. Touch Football - down 32% c. In-line Roller Skating - down 32% d. Racquetball - down 25% e. Slow-pitch Softball - down 23%

Summary of Local Market Potential Index Analysis
1. The service area exhibits above average market potential for sport and leisure activities
2. Top recreational activities in Culpeper County compared to the national averages a. Attended high school sports b. Went overnight camping c. Participated in Golf

Information released by Sports & Fitness Industry Association's (SFIA) 2015 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, running/jogging, treadmill, free weights and road bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin, in terms of total participants. Walking participation during the latest year data was available (2014), reported over 112 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with approximately 23 million people reportedly participating in 2014. Team sports that have experienced significant growth in participation are rugby, lacrosse, field hockey, ice hockey, roller hockey, and gymnastics – all of which have experienced double digit growth over the last five years.

In the past year, the estimated number of "inactives" in America has increased 3%, from 80.2 million in 2013 to 82.7 million in 2014. According to the Physical Activity Council, an "inactive" is defined as an individual that doesn't take part in any "active" sport. Although inactivity was up in 2014, the 209 million "actives" seem to be participating more often and in multiple activities.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2015 was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2015 from nearly 11,000 individuals and households.

NOTE: In 2012, the Sports & Fitness Industry Association (SFIA) came into existence after a two-year strategic review and planning process with a refined mission statement-- "To Promote Sports and Fitness Participation and Industry Vitality". The SFIA was formerly known as the Sporting Goods Manufacturers Association (SGMA).

1.2.1 NATIONAL TRENDS IN GENERAL SPORTS

The most heavily participated in sports for 2014 were golf (24.7 million) and basketball (23 million). While both of these activities have seen declining participation levels in recent years, the numbers of participants for each activity are well above the other activities in the general sports category. The popularity of golf and basketball can be attributed to the ability to compete with relatively small number of participants. Golf also benefits from its wide age segment appeal, and is considered a life-long sport. Basketball's success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

As seen in **Figure 6,** since 2009, squash and other niche sports, like lacrosse and rugby, have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise by 100% over the last five years. Based on survey findings from 2009-2014, rugby and lacrosse have also experienced significant growth, increasing by 77% and 73% respectively. Other sports with notable growth in participation over the last five years were field hockey (42.6%), roller hockey (21.7%), ice hockey (20%), gymnastics (16.9%), and cheerleading (12.6%). In the last year, the fastest growing sports were roller hockey (33.7%), squash (12.9%), competition boxing (12.7%), lacrosse (10.9%), and rugby (7.9%). During the last five years, the sports that are most rapidly declining include wrestling (40.3% decrease), touch football (down 32.3%), and racquetball (24.9% decrease).

In terms of total participants, the most popular activities in the general sports category in 2014 include golf (24.7 million), basketball (23 million), tennis (17.9 million), baseball (13.1 million), and outdoor soccer (12.6 million). Although four out of five of these sports have been declining in recent years, the sheer number of participants demands the continued support of these activities.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
Golf	27,103	24,720	24,700	-0.1%	-8.9%
Basketball	25,131	23,669	23,067	-2.5%	-8.2%
Tennis	18,546	17,678	17,904	1.3%	-3.5%
Baseball	14,429	13,284	13,152	-1.0%	-8.9%
Soccer (Outdoor)	13,957	12,726	12,592	-1.1%	-9.8%
Badminton	7,469	7,150	7,176	0.4%	-3.9%
Softball (Slow Pitch)	9,180	6,868	7,077	3.0%	-22.9%
Football, Touch	9,726	7,140	6,586	-7.8%	-32.3%
Volleyball (Court)	7,737	6,433	6,304	-2.0%	-18.5%
Football, Tackle	7,243	6,165	5,978	-3.0%	-17.5%
Football, Flag	6,932	5,610	5,508	-1.8%	-20.5%
Volleyball (Sand/Beach)	4,324	4,769	4,651	-2.5%	7.6%
Gymnastics	3,952	4,972	4,621	-7.1%	16.9%
Soccer (Indoor)	4,825	4,803	4,530	-5.7%	-6.1%
Ultimate Frisbee	4,636	5,077	4,530	-10.8%	-2.3%
Track and Field	4,480	4,071	4,105	0.8%	-8.4%
Racquetball	4,784	3,824	3,594	-6.0%	-24.9%
Cheerleading	3,070	3,235	3,456	6.8%	12.6%
Pickleball	N/A	N/A	2,462	N/A	N/A
Softball (Fast Pitch)	2,476	2,498	2,424	-3.0%	-2.1%
Ice Hockey	2,018	2,393	2,421	1.2%	20.0%
Lacrosse	1,162	1,813	2,011	10.9%	73.1%
Wrestling	3,170	1,829	1,891	3.4%	-40.3%
Roller Hockey	1,427	1,298	1,736	33.7%	21.7%
Squash	796	1,414	1,596	12.9%	100.5%
Field Hockey	1,092	1,474	1,557	5.6%	42.6%
Boxing for Competition	N/A	1,134	1,278	12.7%	N/A
Rugby	720	1,183	1,276	7.9%	77.2%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 6 - General Sports Participatory Trends

1.2.2 NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport, and activities in aquatics have remained very popular among Americans. Fitness swimming is the absolute leader in multigenerational appeal with over 25 million reported participants in 2014 (**Figure 7**). NOTE: In 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

Aquatic Exercise has a strong participation base, and has recently experienced an upward trend. Aquatic exercise has paved the way for a less stressful form of physical activity, allowing similar gains and benefits to land based exercise, including aerobic fitness, resistance training, flexibility, and better balance. Doctors have begun recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and also the effect of the water in reducing swelling of injuries.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
Swimming (Fitness)	N/A	26,354	25,304	-4.0%	N/A
Aquatic Exercise	8,965	8,483	9,122	7.5%	1.8%
Swimming (Competition)	N/A	2,638	2,710	2.7%	N/A
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 7 - Aquatic Participatory Trends

1.2.3NATIONAL TRENDS IN GENERAL FITNESS

National participatory trends in fitness have experienced some strong growth in recent years. Many of these activities have become popular due to an increased interest among people to improve their health by engaging in an active lifestyle. These activities also have very few barriers to entry, which provides a variety of activities that are relatively inexpensive to participate in and can be performed by nearly anyone with no time restrictions.

The most popular fitness activity by far is fitness walking, which had over 112.5 million participants in 2014. Other leading fitness activities based on number of participants include running/jogging (51 million), treadmill (50 million), hand weights (42 million), and weight/resistant machines (36 million).

Over the last five years, the activities that grew most rapidly were off-road triathlons (up 123%), road triathlons (up 92%), trail running (up 55%), high impact aerobics (55% increase), and yoga (up 33%). Most recently, from 2013-2014, the largest gains in participation were high impact aerobics (14% increase), trail running (up 11%), and barre (up 10%). (**Figure 8**)

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
Fitness Walking	110,882	117,351	112,583	-4.1%	1.5%
Running/Jogging	42,511	54,188	51,127	-5.6%	20.3%
Treadmill	50,395	48,166	50,241	4.3%	-0.3%
Free Weights (Hand Weights)	N/A	43,164	41,670	-3.5%	N/A
Weight/Resistant Machines	39,075	36,267	35,841	-1.2%	-8.3%
Stationary Cycling (Recumbent/Upright)	36,215	35,247	35,693	1.3%	-1.4%
Stretching	36,299	36,202	35,624	-1.6%	-1.9%
Free Weights (Dumbells)	N/A	32,209	30,767	-4.5%	N/A
Elliptical Motion Trainer	25,903	27,119	28,025	3.3%	8.2%
Free Weights (Barbells)	26,595	25,641	25,623	-0.1%	-3.7%
Yoga	18,934	24,310	25,262	3.9%	33.4%
Calisthenics/Bodyweight Exercise	N/A	N/A	22,390	N/A	N/A
Aerobics (High Impact)	12,771	17,323	19,746	14.0%	54.6%
Stair Climbing Machine	13,653	12,642	13,216	4.5%	-3.2%
Pilates Training	8,770	8,069	8,504	5.4%	-3.0%
Stationary Cycling (Group)	6,762	8,309	8,449	1.7%	24.9%
Trail Running	4,845	6,792	7,531	10.9%	55.4%
Cross-Training	N/A	6,911	6,774	-2.0%	N/A
Cardio Kickboxing	5,500	6,311	6,747	6.9%	22.7%
Martial Arts	6,643	5,314	5,364	0.9%	-19.3%
Boxing for Fitness	N/A	5,251	5,113	-2.6%	N/A
Tai Chi	3,315	3,469	3,446	-0.7%	4.0%
Barre	N/A	2,901	3,200	10.3%	N/A
Triathlon (Traditional/Road)	1,148	2,262	2,203	-2.6%	91.9%
Triathlon (Non-Traditional/Off Road)	634	1,390	1,411	1.5%	122.6%
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%)	

Figure 8- General Fitness National Participatory Trends

1.2.4 NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the SFIA's *Topline Participation Report* demonstrate increased popularity among Americans in numerous outdoor recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with a group, and are not limited by time restraints. In 2014, the most popular activities in the outdoor recreation category include road bicycling (40 million), freshwater fishing (38 million), and day hiking (36 million).

From 2009-2014, outdoor recreation activities that have undergone large increases are adventure racing (up 136%), archery (up 33%), backpacking overnight (up 30%), and BMX bicycling (up 27%). Over the same time frame, activities declining most rapidly were in-line roller skating (down 32%), camping within ¼ mile of home or vehicle (down 16%), and recreational vehicle camping (down 14%) **(Figure 9).**

National Participatory Trends - Outdoor Recreation					
Activity	Participation Levels			% Change	
	2009	2013	2014	13-14	09-14
Bicycling (Road)	39,127	40,888	39,725	-2.8%	1.5%
Fishing (Freshwater)	40,646	37,796	37,821	0.1%	-7.0%
Hiking (Day)	32,542	34,378	36,222	5.4%	11.3%
Camping (< 1/4 Mile of Vehicle/Home)	34,012	29,269	28,660	-2.1%	-15.7%
Wildlife Viewing (>1/4 Mile of Home/Vehicle)	22,702	21,359	21,110	-1.2%	-7.0%
Camping (Recreational Vehicle)	16,977	14,556	14,633	0.5%	-13.8%
Birdwatching (>1/4 mile of Vehicle/Home)	13,847	14,152	13,179	-6.9%	-4.8%
Fishing (Saltwater)	13,054	11,790	11,817	0.2%	-9.5%
Backpacking Overnight	7,757	9,069	10,101	11.4%	30.2%
Archery	6,368	7,647	8,435	10.3%	32.5%
Bicycling (Mountain)	7,367	8,542	8,044	-5.8%	9.2%
Hunting (Shotgun)	8,611	7,894	7,894	0.0%	-8.3%
Skateboarding	7,580	6,350	6,582	3.7%	-13.2%
Roller Skating, In-Line	8,942	6,129	6,061	-1.1%	-32.2%
Fishing (Fly)	5,755	5,878	5,842	-0.6%	1.5%
Climbing (Sport/Indoor/Boulder)	4,541	4,745	4,536	-4.4%	-0.1%
Climbing (Traditional/Ice/Mountaineering)	2,062	2,319	2,457	6.0%	19.2%
Adventure Racing	1,005	2,095	2,368	13.0%	135.6%
Bicycling (BMX)	1,858	2,168	2,350	8.4%	26.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Figure 8 - Outdoor Recreation Participatory Trends

1.2.5 LOCAL SPORT AND MARKET POTENTIAL

The following charts show sport and leisure market potential data from ESRI. A Market Potential Data (MPI) measures the probable demand for a product or service in Culpeper County. The MPI shows the likelihood that an adult 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. The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and money spent on miscellaneous recreation.

Overall, Culpeper County demonstrates above average market potential index (MPI) numbers; this is particularly noticeable in the fitness, outdoor activity, and money spent on recreation market potential tables. All three of these categories each only have one activity that is below the national average (100 MPI score). Looking at the general sports market potential table, even though it has a few activities with MPI scores below 100, a majority of its activities are well above the national averages. These overall high MPI scores show that Culpeper County's residents have a rather strong participation presents. This becomes significant for when the Parks and Recreation Department considers hosting special events or starting up new programs; giving them a strong tool to estimate resident attendance.

As seen in the tables below, the following sport and leisure trends are most prevalent for residents within Culpeper County. The activities are listed in descending order, from highest to lowest number of estimated participants amongst the County's residents.

High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents of the service area will actively participate in programs offered by the Parks and Recreation Department.

GENERAL SPORTS MARKET POTENTIAL

Local Participatory Trends - General Sports

Activity	Estimated Participants	% of Population		MPI
		Culpeper County	USA	
Golf	4,329	11.7%	9.4%	**124**
Basketball	3,202	8.2%	8.3%	**99**
Football	2,057	5.6%	5.0%	**111**
Baseball	1,809	4.9%	4.5%	**109**
Tennis	1,594	4.3%	4.3%	**101**
Soccer	1,352	3.7%	3.8%	**97**
Softball	1,325	3.6%	3.4%	**105**
Volleyball	1,273	3.4%	3.5%	**97**

FITNESS MARKET POTENTIAL

Local Participatory Trends - Fitness				
Activity	Estimated Participant	% of Population		MPI
		Culpeper County	USA	
Walking for exercise	11,076	30.0%	28.0%	**107**
Swimming	6,915	18.7%	15.8%	**118**
Jogging/running	5,073	13.7%	12.7%	**108**
Weight lifting	4,430	12.0%	10.6%	**113**
Aerobics	3,752	10.2%	8.9%	**114**
Yoga	2,473	6.7%	7.1%	**94**
Pilates	1,025	2.8%	2.8%	**100**

OUTDOOR ACTIVITY MARKET POTENTIAL

Local Participatory Trends - Outdoor Activity				
Activity	Estimated Participants	% of Population		MPI
		Culpeper County	USA	
Fishing (fresh water)	5,591	15.1%	12.4%	**122**
Hiking	4,394	11.9%	10.0%	**119**
Bicycling (road)	3,981	10.8%	9.8%	**110**
Canoeing/kayaking	2,406	6.5%	5.4%	**121**
Boating (power)	2,307	6.2%	5.3%	**118**
Bicycling (mountain)	1,650	4.5%	4.1%	**111**
Fishing (salt water)	1,442	3.9%	4.0%	**97**
Backpacking	1,326	3.6%	3.0%	**122**
Horseback riding	1,004	2.7%	2.4%	**111**

MONEY SPENT ON MISCELLANEOUS RECREATION

Local Participatory Trends -Money Spent on Recreation				
Activity	Estimated Participants	% of Population		MPI
		Culpeper County	USA	
Attended sports event	10,158	27.5%	23.5%	**117**
Visited a theme park	6,924	18.8%	18.1%	**104**
Went overnight camping	5,965	16.2%	12.8%	**127**
Visited a zoo	5,011	13.6%	11.7%	**116**
Attended baseball game - MLB reg seas	4,064	11.0%	9.6%	**115**
Spent $250+ on sports/rec equip	3,183	8.6%	7.0%	**123**
Spent $1-99 on sports/rec equip	2,527	6.8%	5.9%	**115**
Attended football game (college)	2,487	6.7%	5.6%	**119**
Spent $100-249 on sports/rec equip	2,414	6.5%	6.5%	**100**
Attended high school sports	2,174	5.9%	4.6%	**128**
Attended football game - NFL weekend	2,059	5.6%	4.7%	**120**
Visited indoor water park	1,283	3.5%	3.2%	**111**
Attended basketball game (college)	1,264	3.4%	2.9%	**116**
Attended ice hockey - NHL reg seas	1,170	3.2%	2.8%	**113**
Attended football game - NFL Mon/Thurs	1,099	3.0%	2.6%	**115**
Attended basketball game - NBA reg seas	1,039	2.8%	3.1%	**89**