# CHAPTER 2

# Demographics and Trends

## CHAPTER 2 - DEMOGRAPHICS AND TRENDS

This section of the document provides information regarding the current park facilities and programs. This section also contains an analysis of current and projected demographics for the City; a review of projected recreation trends that could influence the recommendations; and a description of the current administration, organization, and financial information for the Chandler Community Services Department.

### Demographic Analysis

The Demographic Analysis provides an understanding of the population of Chandler, Arizona. 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 not unforeseen circumstances during or after the time of the projections, which could have a significant bearing on the validity of the final 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 Maricopa Association of Governments (MAG) specializing in population projections and market trends. All data was acquired in June 2020 and reflects actual numbers as reported in the 2010 Censuses and estimates for 2020 and 2025 as obtained by ESRI and MAG. Straight line linear regression was utilized for projected 2030 and 2035 demographics.

### *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 is 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 U.S. 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

**Some Other Race** – Includes all other responses not included in the “White”, “Black or African American”, “American Indian and Alaska Native”, “Asian” and “Native Hawaiian or Other Pacific Islander” race categories described above.

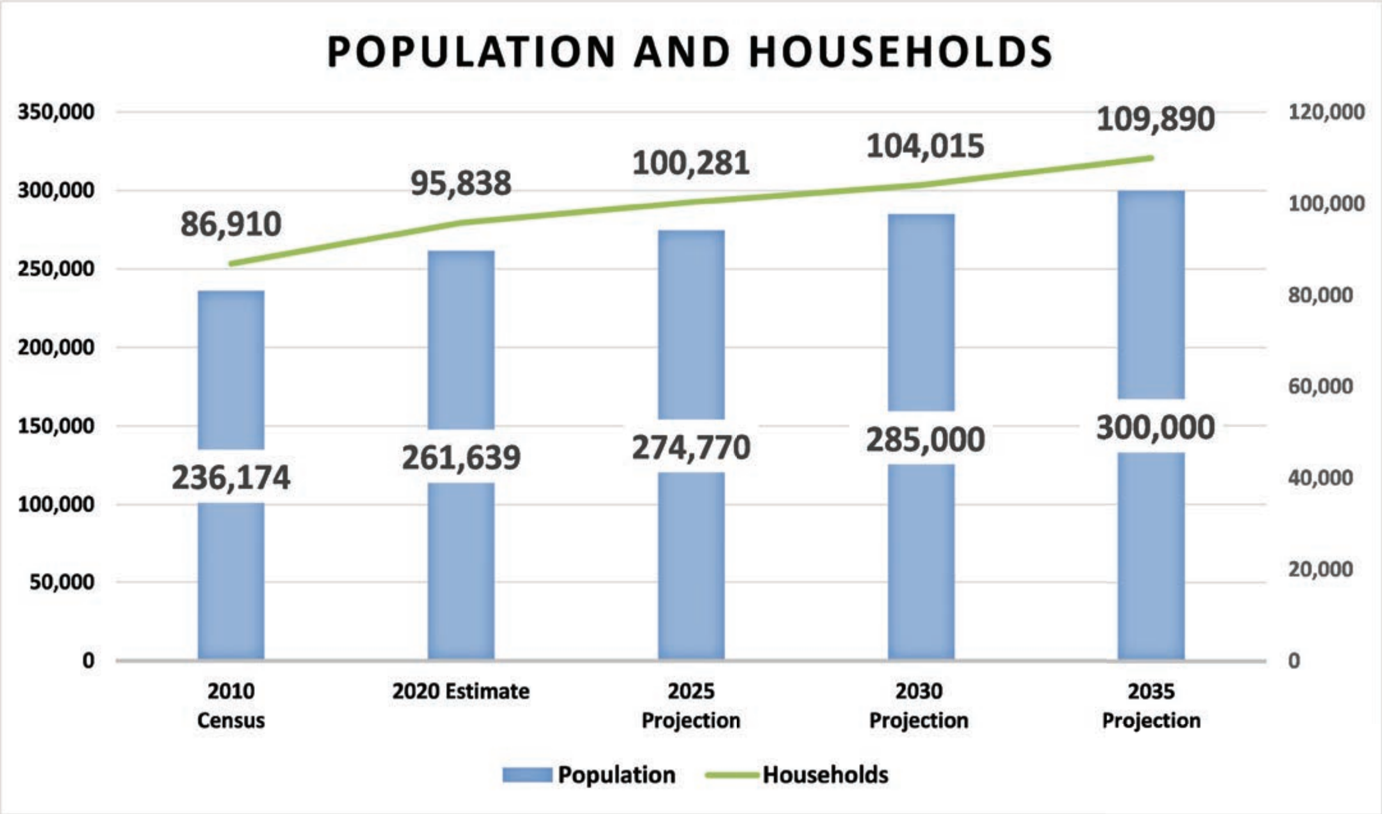
**Two or more races** – People may have chosen to provide two or more races either by checking two or more race responses

**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

## Community Profile

### *POPULATION*

The City's population has experienced a slight growing trend in recent years and is estimated at 261,639 individuals in 2020. Projecting ahead, the total population is expected to continue to grow, over the next 15 years. **Based on predictions through 2035, the City is expected to have 300,000 residents living within 109,890 households.**

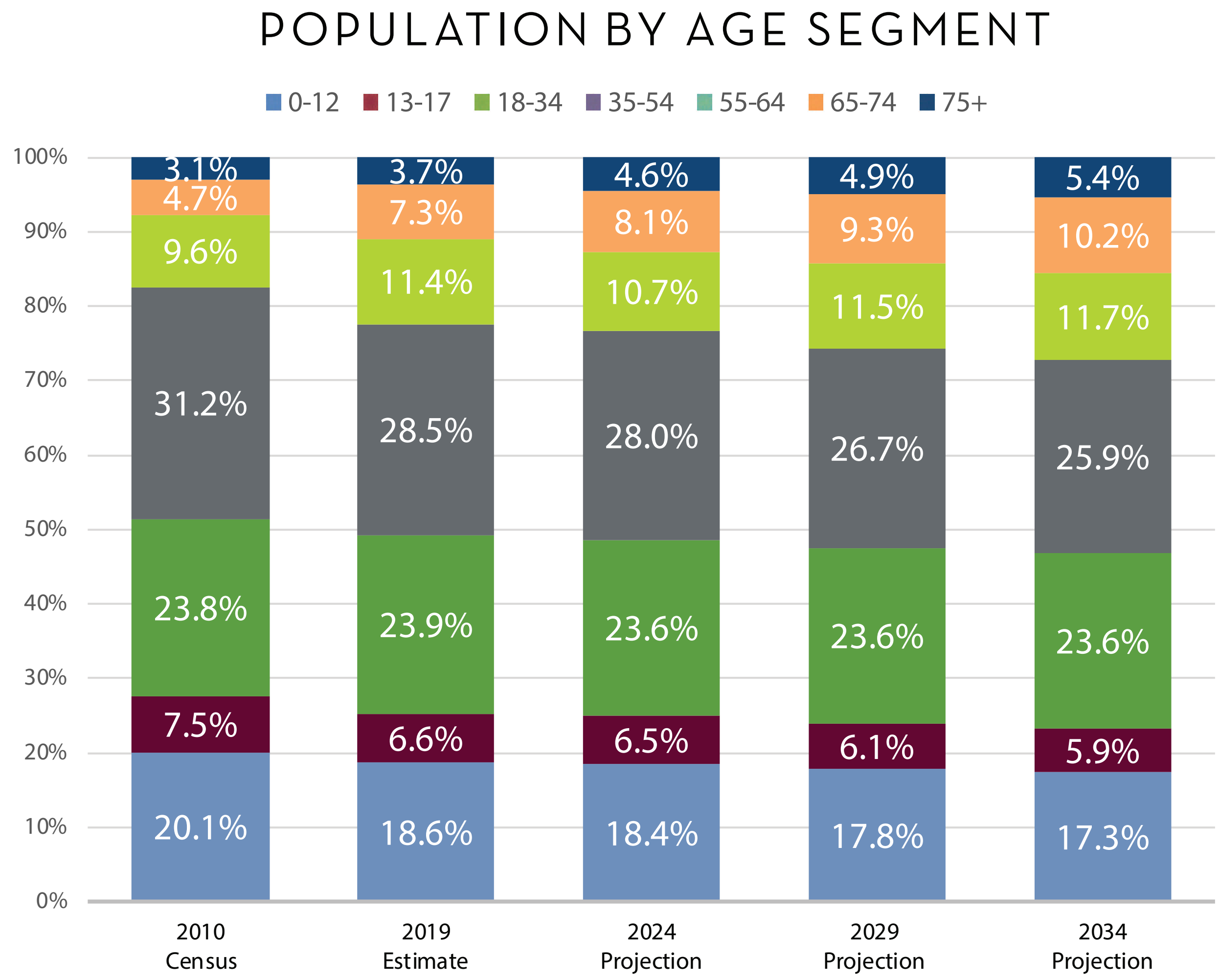


### *AGE SEGMENT*

Evaluating the population by age segments, the City exhibits a balanced distribution among the major age segments. Currently, the largest grouping of age segments is the 35-54 segment, making up 28.5% of the population, which is 3.4% greater than the United States as a whole.

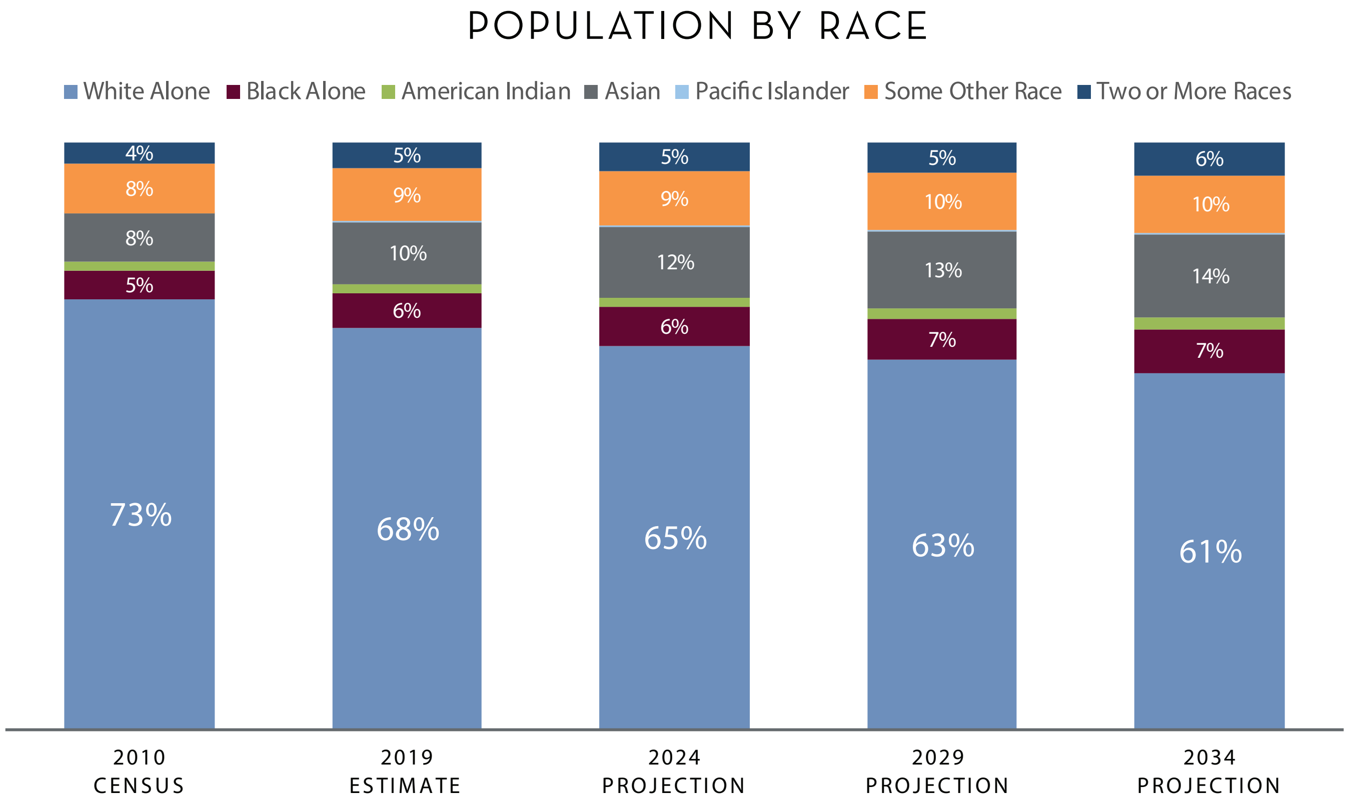
The overall age composition of the population within the City is projected to continue to undergo an aging trend while still remaining balanced. Over the next 15 years, the 55+ age segment will increase by 4.9% and make up 28.3% of the City's population. Conversely, those who are 0-17 are projected to decrease by 2%, making up 23.3% of the population by 2034. This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.

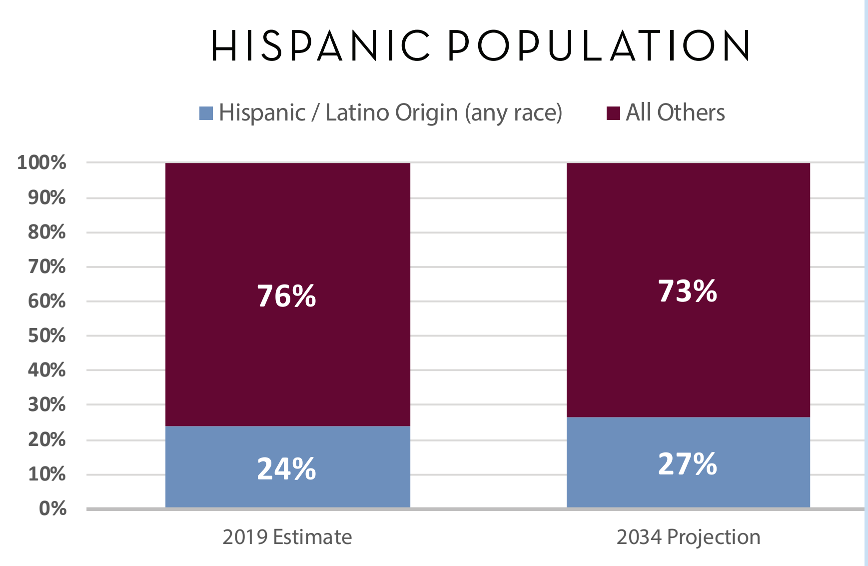
Given the differences in how active adults (55 and older) utilize parks, the trend is moving toward having at least two to three different program-age segments for older adults. When developing the park and recreation system, the City should evaluate recreation experiences that would cater to active adults in the 55-64, 65–74, and 75+ age segments.



### *Ethnicity*

In analyzing race, the City's current population is relatively diverse. The 2019 estimates show that 68% of the City's population falls into the White Alone category, while the Asian category (10%) represents the largest minority. The predictions for 2034 project that the City's population by race will diversify further with a decrease in the White Alone population by approximately 7% and increases in all other race segments.



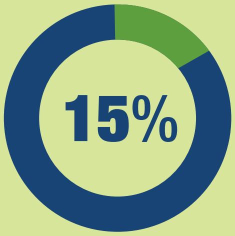




**The Hispanic population in Chandler is expected to increase to 27% by 2034.**

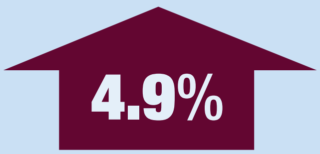
### *INCOME*

The City's per capita and median household income level is well above that of state and national averages.

# COMPARATIVE INCOME CHARACTERISTICS




Projected Population Growth Over Next 15 Years




By 2034, the 55+ Age Segment Will Increase by Nearly 5%

## *CHANDLER DEMOGRAPHIC IMPLICATIONS*

The following implications are derived from the analyses provided above:

### POPULATION

- The population is increasing and is projected to experience an 15% population growth over the next 15 years.
- With a growing population, in particular in the Southeast and Southwest park planning areas, park and recreation services will need to strategically invest, develop, and maintain parks and facilities in relation to current and future housing development areas.

### AGE SEGMENTATION

- Chandler currently has a balanced age segmentation with the largest group being 35-54 and the second largest group being 0-17.
- Over the next 15 years, the 55+ age segment will increase by 4.9%, while those who are 0-17 are projected to decrease by 2%, making up 23.2% of the population by 2034.
- This is assumed to be a consequence of a vast amount of the Baby Boomer generation shifting into the senior age segment.
- Given the differences in how active adults (55 and older) participate in recreation programs, the trend is moving toward having at least two to three different program-age segments for older adults.
- When developing the park and recreation system, the City should evaluate recreation experiences that would cater to active adults in the 55-64, 65–74, and 75+ age segments.

### RACE AND ETHNICITY

A diversifying population will likely focus the City on providing traditional programming and service offerings while always seeking to identify emerging activities and sports such as pickleball, cricket, and lacrosse.

### HOUSEHOLDS AND INCOME

With median and per capita household income averages well above that of state and national averages, it is important for the City to prioritize providing offerings that are first-class with exceptional customer service, while seeking opportunities to create revenue generation.

## Recreation Trends Analysis

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

## National Trends in Recreation

### *METHODOLOGY*

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Recreational Activities Topline Participation Report 2020* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends
- Non-Participant Interest by Age Segment

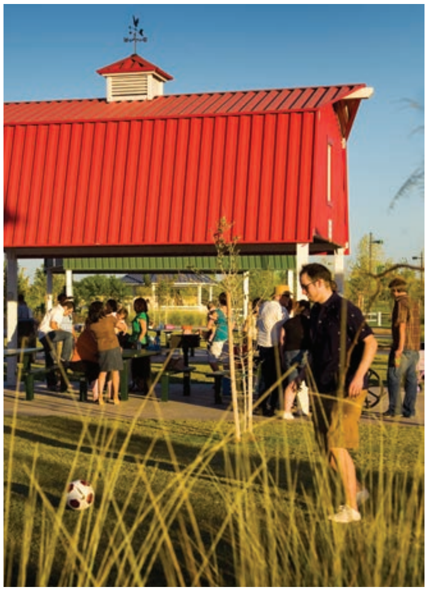
The study is based on findings from surveys carried out in 2019 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. **Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population.** A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 302,756,603 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 122 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

### CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 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 casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.



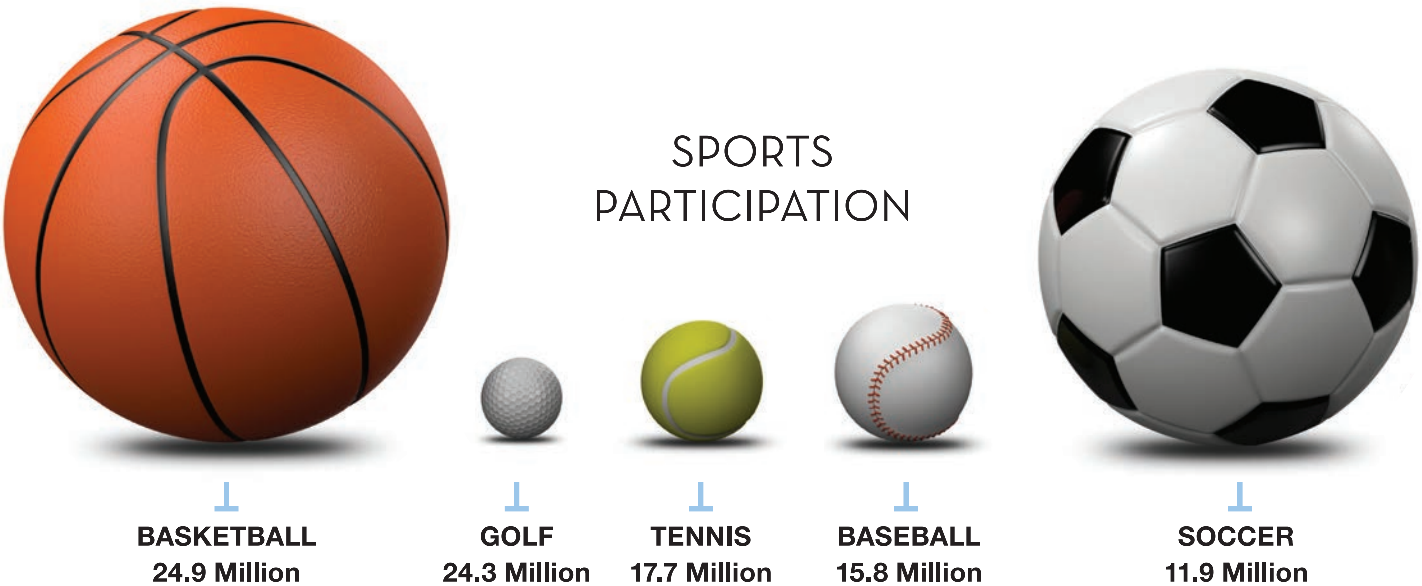
## National Sport and Fitness Participatory Trends

### *NATIONAL TRENDS IN GENERAL SPORTS*

#### PARTICIPATION LEVELS

The sports most heavily participated in the United States were basketball (24.9 million) and golf (24.3 million), which have participation figures well in excess of the other activities within the general sports category, followed by tennis (17.7 million), baseball (15.8 million), and outdoor soccer (11.9 million).

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with relatively small number of participants. 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. Even though golf has experienced a recent decrease in participation in the last five years, it still continues to benefit from its wide age segment appeal and being considered a life-long sport. In addition, target-type game venues or golf entertainment venues have increased drastically (84.7%) as a five-year trend. Golf entertainment is a new alternative to breathe life back into the game of golf.




#### FIVE-YEAR TREND

Since 2014, golf entertainment venues (84.7%), pickleball (40.5%), and flag football (23.1%) have emerged as the overall fastest-growing sports. Similarly, baseball (20.2%) and indoor soccer (17.8%) have also experienced significant growth. Based on the trend from 2014-2019, the sports that are most rapidly declining include ultimate frisbee (-49.4%), squash (-23.4%), touch football (-21.5%), badminton (-15.1%), and tackle football (-14.6%).

#### ONE-YEAR TREND

In general, the most recent year shares a similar pattern with the five-year trends; with boxing for competition (8.2%), golf entertainment venues (6.7%), and pickleball (4.8%) experiencing the greatest increases in participation this past year. However, some sports that increased rapidly over the past five years have experienced recent decreases in participation, such as rugby (-10.8%) and gymnastics (-1.5%). Other sports including ultimate frisbee (-15.5%), sand volleyball (-7.8%), roller hockey (-6.8%), and touch football (-6.3) have also seen a significant decrease in participation over the last year.

## CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as basketball, baseball, and slow pitch softball, have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). In the past year, ice hockey and softball-fast pitch have increased core participation. While less mainstream sports, such as boxing for competition, roller hockey, badminton, and racquetball have larger casual participation base. These participants may be more inclined to switch to other sports or fitness activities.

| National Participatory Trends - General Sports | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2014 | 2018 | 2019 | 5-Year Trend | 1-Year Trend |
| **Basketball** | **23,067** | **24,225** | **24,917** | [redacted] | [redacted] |
| Golf (9 or 18-Hole Course) | 24,700 | 24,240 | 24,271 | [redacted] | [redacted] |
| Tennis | 17,904 | 17,841 | 17,684 | [redacted] | [redacted] |
| Baseball | 13,152 | 15,877 | 15,804 | [redacted] | [redacted] |
| Soccer (Outdoor) | 12,592 | 11,405 | 11,913 | [redacted] | [redacted] |
| Golf (Entertainment Venue) | 5,362 | 9,279 | 9,905 | [redacted] | [redacted] |
| Softball (Slow Pitch) | 7,077 | 7,386 | 7,071 | [redacted] | [redacted] |
| Football, (Flag) | 5,508 | 6,572 | 6,783 | [redacted] | [redacted] |
| Volleyball (Court) | 6,304 | 6,317 | 6,487 | [redacted] | [redacted] |
| Badminton | 7,176 | 6,337 | 6,095 | [redacted] | [redacted] |
| Soccer (Indoor) | 4,530 | 5,233 | 5,336 | [redacted] | [redacted] |
| Football, (Touch) | 6,586 | 5,517 | 5,171 | [redacted] | [redacted] |
| Football, (Tackle) | 5,978 | 5,157 | 5,107 | [redacted] | [redacted] |
| Gymnastics | 4,621 | 4,770 | 4,699 | [redacted] | [redacted] |
| Volleyball (Sand/Beach) | 4,651 | 4,770 | 4,400 | [redacted] | [redacted] |
| Track and Field | 4,105 | 4,143 | 4,139 | [redacted] | [redacted] |
| **Cheerleading** | **3,456** | **3,841** | **3,752** | [redacted] | [redacted] |
| Pickleball | 2,462 | 3,301 | 3,460 | [redacted] | [redacted] |
| Racquetball | 3,594 | 3,480 | 3,453 | [redacted] | [redacted] |
| Ice Hockey | 2,421 | 2,447 | 2,357 | [redacted] | [redacted] |
| Ultimate Frisbee | 4,530 | 2,710 | 2,290 | [redacted] | [redacted] |
| Softball (Fast Pitch) | 2,424 | 2,303 | 2,242 | [redacted] | [redacted] |
| Lacrosse | 2,011 | 2,098 | 2,115 | [redacted] | [redacted] |
| Wrestling | 1,891 | 1,908 | 1,944 | [redacted] | [redacted] |
| Roller Hockey | 1,736 | 1,734 | 1,616 | [redacted] | [redacted] |
| Boxing for Competition | 1,278 | 1,310 | 1,417 | [redacted] | [redacted] |
| Rugby | 1,276 | 1,560 | 1,392 | [redacted] | [redacted] |
| Squash | 1,596 | 1,285 | 1,222 | [redacted] | [redacted] |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| Legend: | [redacted] | [redacted] | [redacted] | [redacted] | |

## *NATIONAL TRENDS IN GENERAL FITNESS*

### PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. 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 general fitness activities amongst the U.S. population include: fitness walking (111.4 million), treadmill (56.8 million), free weights (51.4 million), running/jogging (49.5 million), and stationary cycling (37.1 million).

**HIKING (DAY)**
**111.4 Million**

**TREADMILL**
**56.8 Million**

**DUMBBELL FREE WEIGHTS**
**39.2 Million**

**RUNNING/ JOGGING**
**49.5 Million**

**STATIONARY CYCLING**
**37.1 Million**

### FIVE-YEAR TREND

Over the last five years (2014-2019), the activities growing most rapidly are Trail Running (46.0%), Yoga (20.6%), Cross Training Style Workout (20.2%), and Stationary Group Cycling (17.5%). Over the same time frame, the activities that have undergone the biggest decline include: Traditional Triathlon (-9.2%), Running/Jogging (-8.7%), Free Weights (-8.3%), and Fitness Walking (-1.0%).

### ONE-YEAR TREND

In the last year, activities with the largest gains in participation were Trail Running (9.9%); Dance, Step, & Choreographed Exercise (7.0%); and Yoga (6.0%). From 2018-2019, the activities that had the largest decline in participation were Traditional Triathlon (-7.7%), Non-Traditional Triathlon (-7.4%), Bodyweight Exercise (-2.8%), and Running/Jogging (-2.6%).

### CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all have a strong core users base (participating 50+ times per year). These fitness activities include: Fitness Walking, Treadmill, Free Weights, Running/Jogging, Stationary Cycling, Weight/Resistant Machines, and Elliptical Motion/ Cross Training, all having 48% or greater core users.

## *NATIONAL TRENDS IN OUTDOOR RECREATION*

### PARTICIPATION LEVELS

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 2019, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (49.7 million), Road Bicycling (39.4 million), Freshwater Fishing (39.2 million), and Camping within ¼ mile of Vehicle/Home (28.2 million), and Recreational Vehicle Camping (15.4 million).

**HIKING (DAY)**
**24.3 Million**

**BICYCLING (ROAD)**
**39.4 Million**

**FISHING (FRESHWATER)**
**39.2 Million**

**CAMPING (<1/4 MI. OF CAR/HOME)**
**28.2 Million**

**CAMPING (REC. VEHICLE)**
**15.4 Million**

### FIVE-YEAR TREND

From 2014-2019, BMX Bicycling (55.2%), Day Hiking (37.2%), Fly Fishing (20.1%), Salt Water Fishing (11.6%), and Mountain Bicycling (7.2%) have undergone the largest increases in participation. The five-year trend also shows activities such as In-Line Roller Skating (-20.5%), Archery (-11.7%), and Adventure Racing (-9.5%) experiencing the largest decreases in participation.

### ONE-YEAR TREND

The one-year trend shows activities growing most rapidly include BMX Bicycling (6.1%), Day Hiking (3.8%), and Birdwatching (3.8%). Over this same one-year period, activities that underwent the largest decreases in participation include: Climbing (-5.5%), In-Line Roller Skating (-4.4%), and Camping with a Recreation Vehicle (-3.5%).

### CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five years. Although this is a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. This is likely why we see a so much fluctuation in participation numbers, as casual users likely found alternative activities to participate in.

## *NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES*

### PARTICIPATION LEVELS

The most popular water sports/activities based on total participants in 2019 were Recreational Kayaking (11.4 million), Canoeing (8.9 million), and Snorkeling (7.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.

**KAYAKING**
**11.4 Million**

**CANOEING**
**9 Million**

**SNORKELING**
**7.7 Million**

**JET SKIING**
**5.1 Million**

**SAILING**
**3.6 Million**

### FIVE-YEAR TREND

Over the last five years, Stand-Up Paddling (29.5%) and Recreational Kayaking (28.5%) were the fastest-growing water activities, followed by White Water Kayaking (9.9%) and Surfing (8.9%). From 2014-2019, activities declining in participation most rapidly were Water Skiing (-20.1%), Jet Skiing (-19.6%), Scuba Diving (-13.7%), Wakeboarding (-12.7%), and Snorkeling (-12.5%).

### ONE-YEAR TREND

Similarly to the five-year trend, Recreational Kayaking (3.3%) and Stand-Up Paddling (3.2%) also had the greatest one-year growth in participation, from 2018-2019. Activities which experienced the largest decreases in participation in the most recent year include: Boardsailing/Windsurfing (-9.7%), Sea Kayaking (-5.5), and Water Skiing (-4.8%).

### CORE VS. CASUAL TRENDS IN WATER SPORTS/ ACTIVITIES

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

| National Participatory Trends - Water Sports / Activities | | | | | |
|---|---|---|---|---|---|
| **Activity** | **Participation Levels** | | | **% Change** | |
| | **2014** | **2018** | **2019** | **5-Year Trend** | **1-Year Trend** |
| Kayaking (Recreational) | 8,855 | 11,017 | 11,382 | 28.5% | 3.3% |
| Canoeing | 10,044 | 9,129 | 8,995 | -10.4% | -1.5% |
| Snorkeling | 8,752 | 7,815 | 7,659 | -12.5% | -2.0% |
| Jet Skiing | 6,355 | 5,324 | 5,108 | -19.6% | -4.1% |
| Sailing | 3,924 | 3,754 | 3,618 | -7.8% | -3.6% |
| Stand-Up Paddling | 2,751 | 3,453 | 3,562 | 29.5% | 3.2% |
| Rafting | 3,781 | 3,404 | 3,438 | -9.1% | 1.0% |
| Water Skiing | 4,007 | 3,363 | 3,203 | -20.1% | -4.8% |
| Surfing | 2,721 | 2,874 | 2,964 | 8.9% | 3.1% |
| Wakeboarding | 3,125 | 2,796 | 2,729 | -12.7% | -2.4% |
| Scuba Diving | 3,145 | 2,849 | 2,715 | -13.7% | -4.7% |
| Kayaking (Sea/Touring) | 2,912 | 2,805 | 2,652 | -8.9% | -5.5% |
| Kayaking (White Water) | 2,351 | 2,562 | 2,583 | 9.9% | 0.8% |
| Boardsailing/Windsurfing | 1,562 | 1,556 | 1,405 | -10.1% | -9.7% |
| 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%) | |

## Non-Participant Interest by Age Segment

In addition to participation rates by generation, SFIA also tracks non-participant interest. These are activities that the U.S. population currently does not participate in due to physical or monetary barriers, but has interest in participating. Below are the top five activities that each age segment would most likely participate in, if they were readily available.

Overall, the activities most age segments are interested in include: Camping, Bicycling, Fishing, and Swimming for Fitness. **All of these are deemed low-impact activities, making them obtainable for any age segment to enjoy.**

### *ACTIVITY PARTICIPATION BY AGE SEGMENT*

**6-12 Year-Olds**
- Fishing
- Camping
- Soccer
- Martial Arts
- Basketball

**13-17 Year-Olds**
- Fishing
- Camping
- Working out w/ Weights
- Volleyball
- Running/Jogging

**18-24 Year-Olds**
- Camping
- Fishing
- Martial Arts
- Volleyball
- Kayaking

**25-34 Year-Olds**
- Camping
- Fitness Swimming
- Bicycling
- Fishing
- Kayaking

**35-44 Year-Olds**
- Fitness Swimming
- Camping
- Bicycling
- Fishing
- Hiking

**45-54 Year-Olds**
- Bicycling
- Fishing
- Camping
- Fitness Swimming
- Hiking

**55-64 Year-Olds**
- Bicycling
- Fishing
- Fitness Swimming
- Camping
- Hiking

**65+ Year-Olds**
- Fishing
- Fitness Swimming
- Bicycling
- Birdwatching/ Wildlife Viewing
- Working Out using Machines

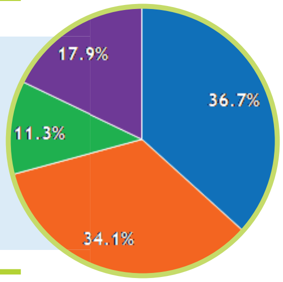
## Participation by Generation

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.

### *2019 PARTICIPATION RATES BY GENERATION – U.S. POPULATION, AGES 6+*

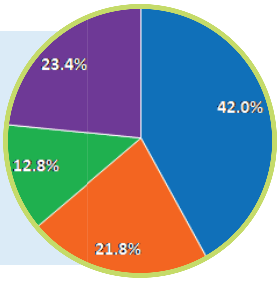
#### GENERATION Z (BORN 2000+)

Generation Z were the most active, with only 17.9% of the population identifying as inactive. Approximately 82% of individuals within this generation were deemed calorie burning in 2019; with 36.7% being active high calorie and 34.1% being casual high calorie.



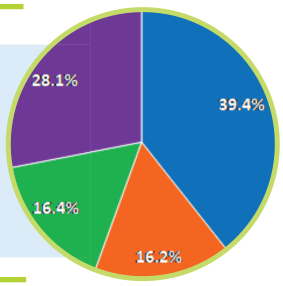

#### MILLENNIALS (BORN 1980-1999)

Almost half (42.0%) of millennials were active high calorie, while 23.4% 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%).



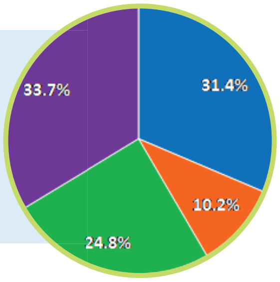

#### GENERATION X (BORN 1965-1979)

Generation X has the second highest active to a healthy level rate (39.4%) among all generations, only being 2.6% 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)

The Boomers were the least active generation, with an inactive rate of 33.7%. This age group tends to participate in less intensive activities. Approximately 24.8% claimed to engage in casual & low/med calorie (4.3%) burning activities.




**Active High Calorie**

**Casual High Calorie**

**Low/Med Calorie**

**Inactive**

**Definitions:**

*Active: 20+ minutes of elevated heart rate, 3+ times per week*

*Casual High Calorie: 20+ minutes of elevated heart rate (1-2 times per week)*

*Low/Med Calorie: >20 minutes of elevated heart rate*

*Inactive: No physical activity in 2019*

## 2.5 Local Sport and Market Potential

The following charts show sport and leisure market potential data from ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the City. The MPI shows the likelihood that a resident of the target area will participate in certain activities when compared to the U.S. 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 following tables illustrate and summarize the indexes of the general sports, fitness, and outdoor recreation general sports market potential for the City as a whole and each of the City's Park Planning Areas.

### GENERAL SPORTS

| GENERAL SPORTS | National Average | City as a Whole | North Park Planning Area | Southeast Park Planning Area | Southwest Park Planning Area | West Park Planning Area |
|---|---|---|---|---|---|---|
| Baseball | 100 | 114 | 107 | 147 | 113 | 107 |
| Basketball | 100 | 118 | 110 | 120 | 111 | 114 |
| Football | 100 | 111 | 108 | 112 | 110 | 112 |
| Frisbee/Disc Golf | 100 | 106 | 92 | 119 | 120 | 110 |
| Golf | 100 | 113 | 91 | 140 | 128 | 119 |
| Ping Pong | 100 | 116 | 100 | 135 | 125 | 117 |
| Soccer | 100 | 114 | 100 | 144 | 122 | 95 |
| Softball | 100 | 120 | 110 | 147 | 106 | 113 |
| Tennis | 100 | 122 | 102 | 160 | 132 | 109 |
| Volleyball | 100 | 115 | 107 | 137 | 103 | 110 |

### GENERAL FITNESS

| FITNESS | National Average | City as a Whole | North Park Planning Area | Southeast Park Planning Area | Southwest Park Planning Area | West Park Planning Area |
|---|---|---|---|---|---|---|
| Aerobics | 100 | 113 | 104 | 122 | 123 | 112 |
| Jogging/ Running | 100 | 125 | 106 | 147 | 139 | 123 |
| Pilates | 100 | 127 | 105 | 158 | 148 | 117 |
| Swimming | 100 | 110 | 95 | 129 | 124 | 115 |
| Walking for Exercise | 100 | 109 | 96 | 126 | 124 | 108 |
| Weight Lifting | 100 | 126 | 104 | 154 | 142 | 126 |
| Yoga | 100 | 116 | 103 | 123 | 133 | 118 |
| Zumba | 100 | 114 | 111 | 116 | 121 | 102 |

## OUTDOOR RECREATION

| OUTDOOR RECREATION | National Average | City as a whole | North Park Planning Area | Southeast Park Planning Area | Southwest Park Planning Area | West Park Planning Area |
|---|---|---|---|---|---|---|
| Archery | 100 | 101 | 104 | 93 | 88 | 115 |
| Backpacking | 100 | 108 | 98 | 120 | 109 | 115 |
| Bicycling (Mountain) | 100 | 116 | 109 | 118 | 123 | 119 |
| Bicycling (Road) | 100 | 113 | 95 | 134 | 132 | 114 |
| Boating (Power) | 100 | 101 | 83 | 134 | 106 | 103 |
| Canoeing/Kayaking | 100 | 93 | 84 | 95 | 103 | 104 |
| Fishing (Fresh Water) | 100 | 94 | 86 | 107 | 88 | 101 |
| Fishing (Salt Water) | 100 | 115 | 103 | 138 | 122 | 111 |
| Hiking | 100 | 116 | 103 | 126 | 126 | 124 |
| Horseback Riding | 100 | 100 | 107 | 76 | 91 | 123 |
| Target Shooting | 100 | 107 | 96 | 127 | 103 | 109 |

## CONCLUSION

It is critically important for Chandler to understand the national participation trends in recreation activities. In doing so, the Department can gain general insight into the lifecycle stage of recreation sports programs and activities and thereby anticipate potential changes in need and demand.

Locally, participation in general sports, general fitness, and outdoor recreation are anticipated to above or at average, though differences do exist between park planning area.