1.1 DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population within the City of Merriam, Kansas. This analysis 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.

1.1.1 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 May 2016 and reflects actual numbers as reported in the 2010 Census, and estimates for 2015 and 2020 as obtained by ESRI. Straight line linear regression was utilized for projected 2025 and 2030 demographics. The geographic boundary of Merriam was utilized as the demographic analysis boundary shown in **Figure 1.**

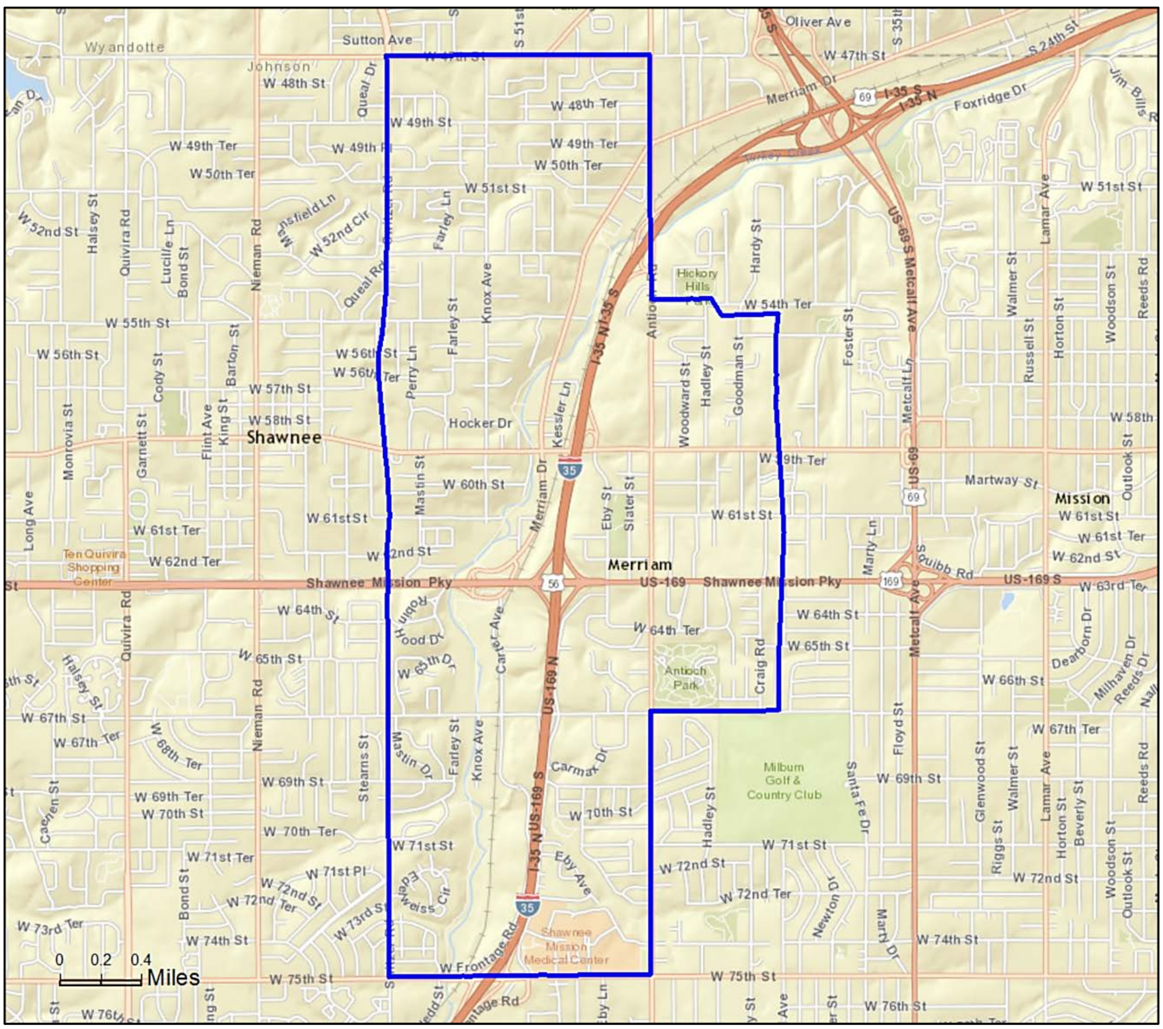

Figure 1-City of Merriam Boundaries

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

1.1.2 CITY OF MERRIAM POPULACE

POPULATION

The City has witnessed minimal change in recent years. From 2010 to 2015, the City's total population underwent a slight increase of 1.8%, from 11,003 to 11,201. Projecting ahead, the total population of Merriam is expected to continue to slightly increase over the next 15 years. Based on predictions through 2030, the local population is anticipated to have approximately 12,143 residents living within 5,610 households. **See Figure 2.**

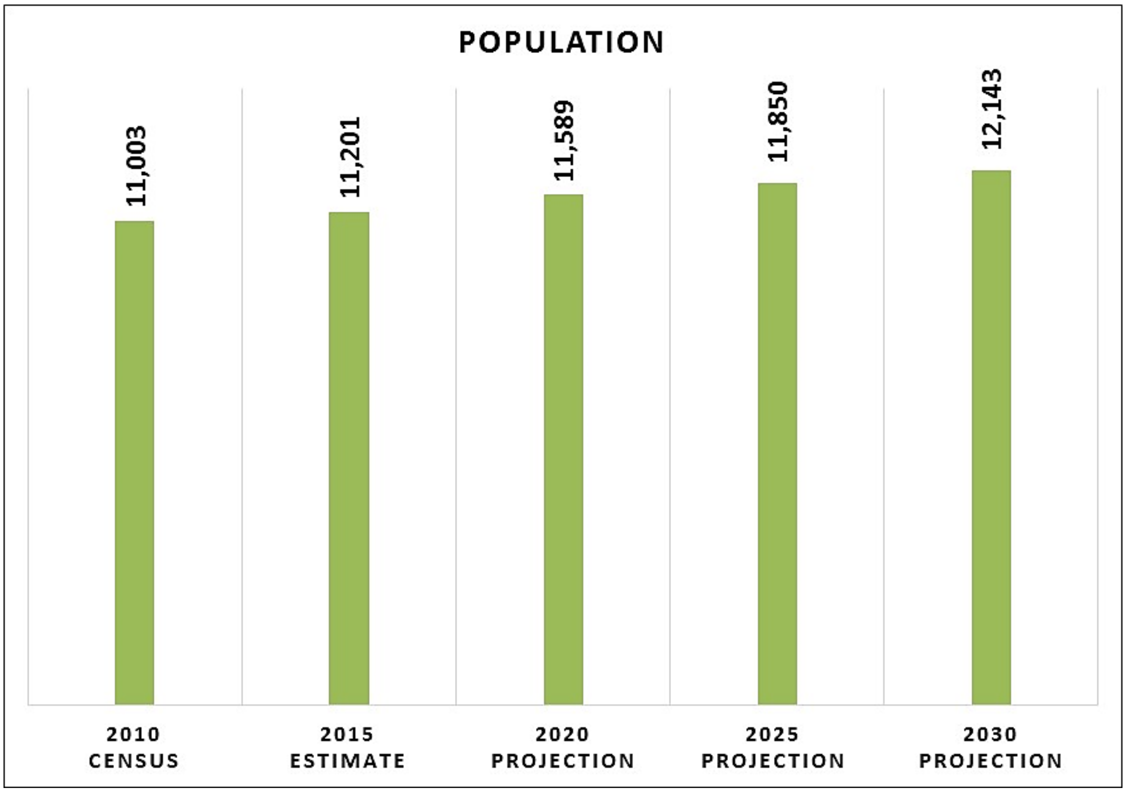

Figure 2-Total Population

AGE SEGMENTATION

Evaluating the distribution by age segments, the City's largest age segment is the 55+ group. Currently, the 55+ group represents 30% of the population, which is just slightly larger than the second most populous age segment (35-54). The smallest is the <18 age segment which constitutes 20.1% of the population and this group along with the 18-34 age group is projected to remain the smallest through 2030. The 55+ age population is expected to grow to 34.4% over the next 15 years and will be the only age segment projected to increase. **See Figure 3.**

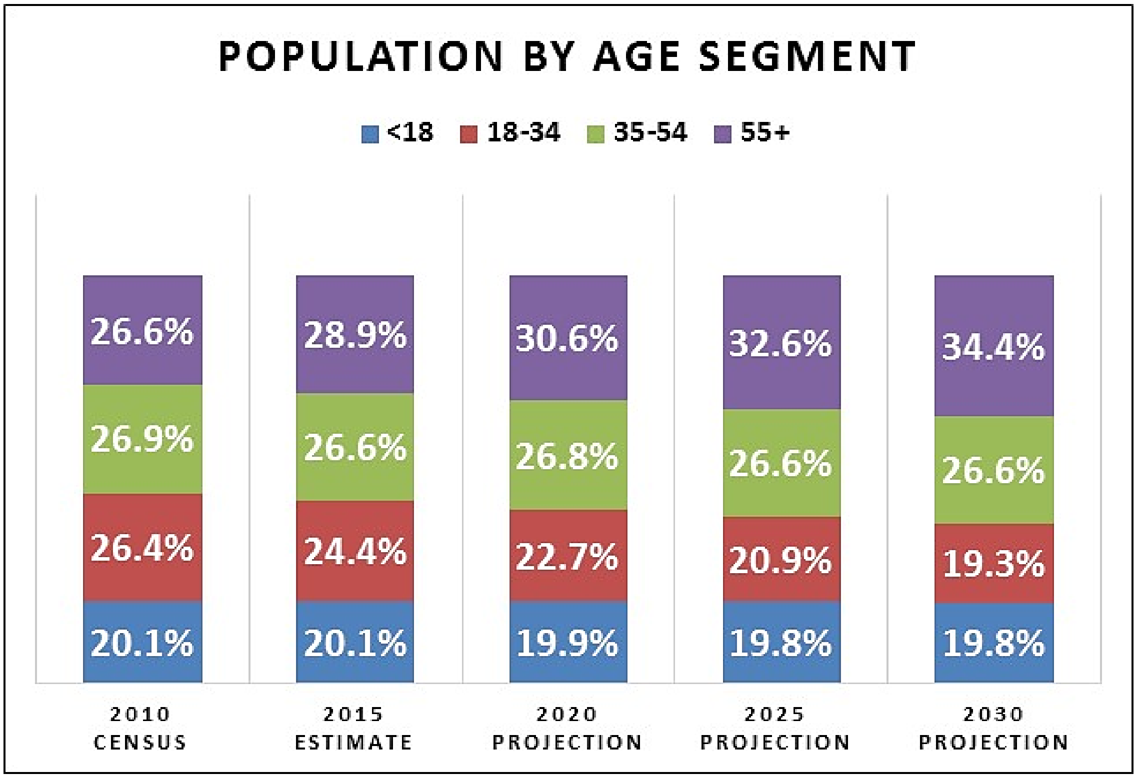

Figure 3-Population Age by Segments

RACE AND ETHNICITY

In analyzing race and ethnicity, the City is diversifying. The 2015 estimate shows that 81% of the population falls into the White Alone category. Predictions for 2030 expect the White Alone population to decrease to 74.79%. The Hispanic/Latino population represented 10.69% of the 2010 population, and is expected to reach 15.11% by 2030. The Black Alone population is the largest minority group and is projected to represent 10% of the population by 2030. **See Figures 4 and 5.**

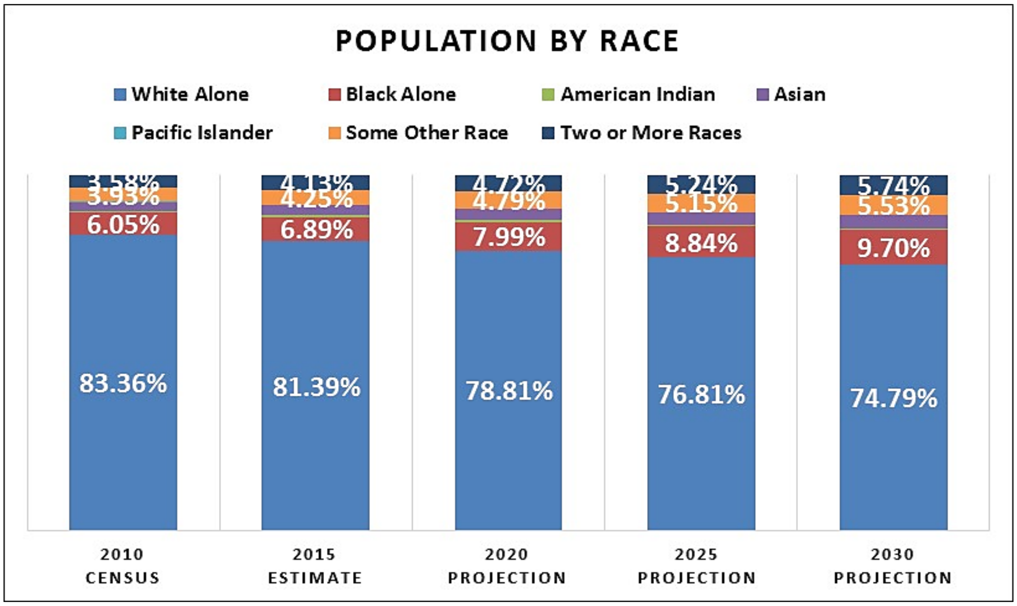

Figure 4 - Population by Race

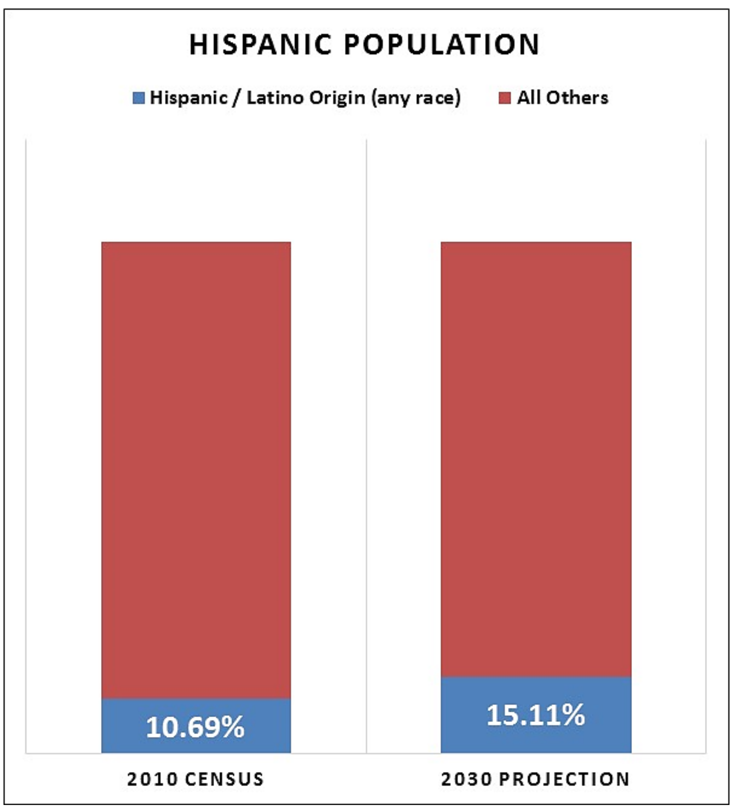

Figure 5- Hispanic/Latino Origin Population

As seen in **Figure 6**, the City's per capita and median household income mirrors state and national averages. Merriam's income averages is projected to increase in the years to come.

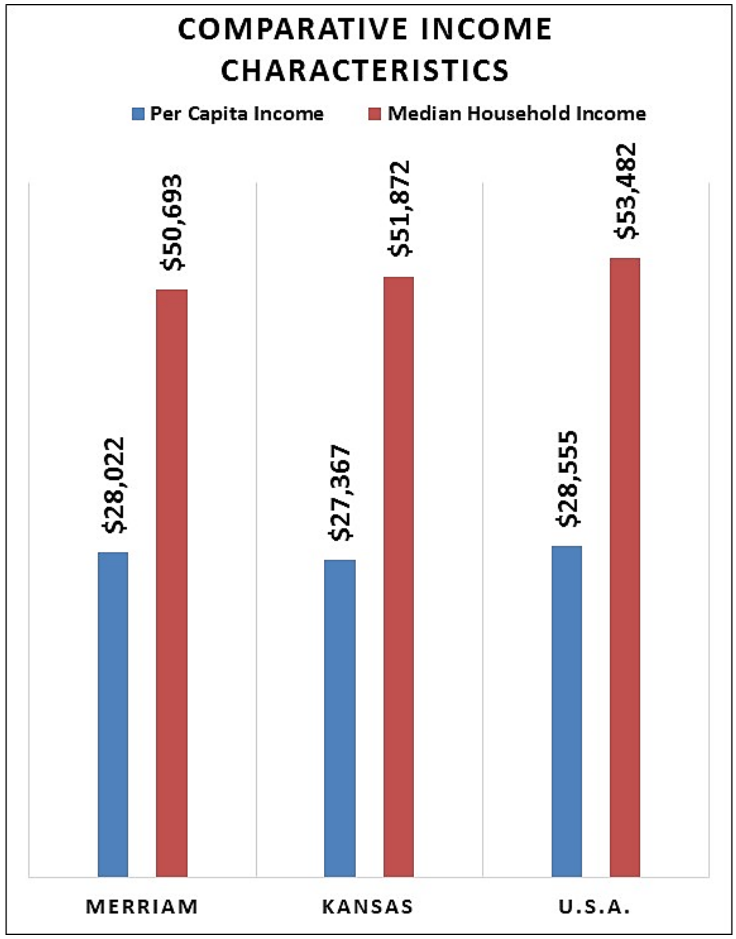

Figure 6 - Comparative Income Characteristics

CITY OF MERRIAM 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 increasing and is projected to experience 8.4% population growth over the next 15 years. The number of households is projected to experience an 11% growth rate over the same timeframe. With a growing population, recreation services must grow commensurate to the population. Additionally, development will continue over the next 15 years and the parks and recreation system will need to strategically invest, develop, and maintain facilities in relation to housing development areas.

AGE SEGMENTATION

The City's aging trend is significant because programs and facilities focused on an actively adult (55+ population) will assume an even greater importance as the population changes in the years to come. Age segments have different likings towards activities. For example, older adults may enjoy passive recreation activities more so than active. However, with the millennial generation surpassing the baby boomer population, multi-generational facilities and services will be crucial to help support different age segments throughout the City in the years to come.

RACE AND ETHNICITY

A more diverse population will require continued foresight and planning on Merriam's behalf. Traditional programming and service offerings may not be appropriate for a population comprised of a large minority population. For example, the Hispanic/Latino population may use passive recreation differently than other user groups and for different durations. Picnic shelters for large (typically multi-generational) families may be more important to the Hispanic/Latino population whereas it may not be as high significance to the White Alone population. Understanding how different races and ethnicities, found within Merriam, use park amenities and learn about park programs can help the system better plan for new developments and market programs.

HOUSEHOLDS AND INCOME

With a median and per capita household income at or slightly lower than state and national averages, it would be important for Merriam to provide offerings that are focus on the value of money with still offering a good quality product. It would also benefit the system to look into different funding and revenue strategies to help the Department cover costs. .

1.2 MARKET PROFILE

1.2.1 LEVEL OF EDUCATION

The following chart depicts the education level of adults 25 years and older within Merriam. Approximately 94% of residents have at least a high school diploma, and approximately 44% have an Associate's degree or better. **See Figure 7.**

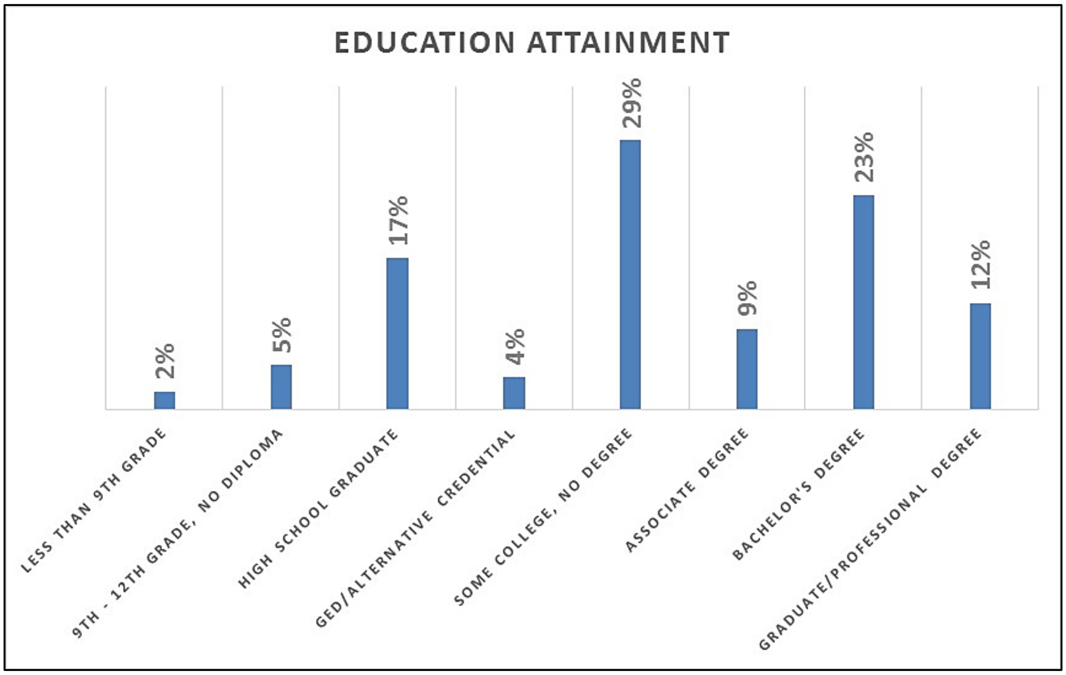

Figure 7- Education Attained

1.2.2 UNEMPLOYMENT RATE

As seen below, 5% of residents within Merriam were unemployed in 2015. This is lower than the current national unemployment rate (5.4%) but higher than the Kansas State (4.3%) as reported by the Bureau of Labor Statistics in April 2015. **See Figure 8.**

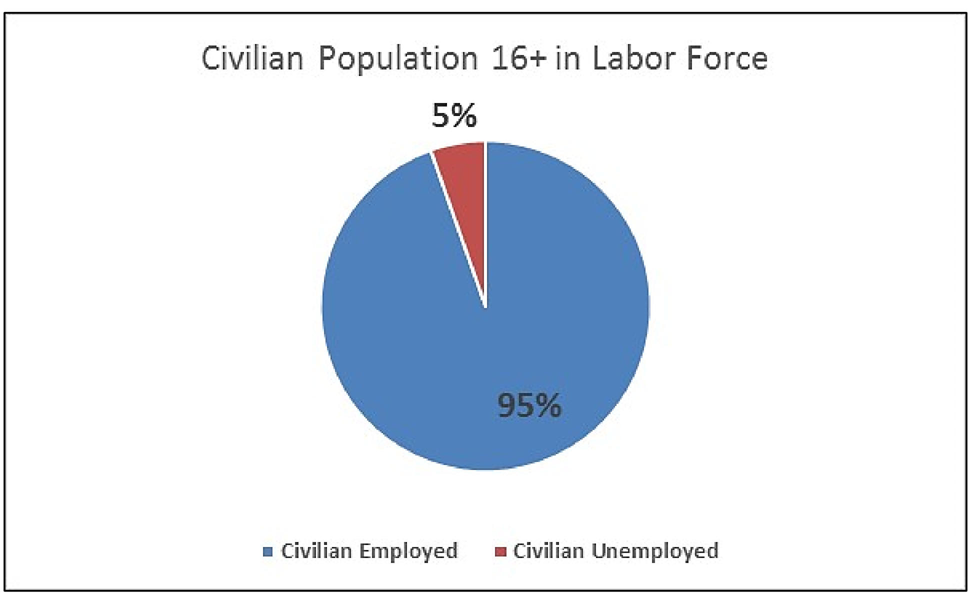

Figure 8- Labor Force Statistics

1.3 TRENDS ANALYSIS

Information released by Sports & Fitness Industry Association's (SFIA) 2016 Study of Sports, Fitness, and Leisure Activities Topline Participation Report reveals that the most popular sport and recreational activities include: fitness walking, treadmill, running/jogging, 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 their social application. 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. Fitness walking participation last year was reported to be nearly 110 million Americans. Although fitness walking has the highest level of participation, it did report a 2.4% decrease in 2015 from the previous year. This recent decline in fitness walking participation paired with upward trends in a wide variety of other activities, especially in fitness and sports, suggests that active individuals are finding new ways to exercise and diversifying their recreational interests. In addition, the popularity of many outdoor adventure and water-based activities has experienced positive growth based on the most recent findings; however, many of these activities' rapid increase in participation is likely a product of their relatively low user base, which may indicate that these sharp upward trends may not be sustained long into the future.

From a traditional team sport standpoint, basketball ranks highest among all sports, with approximately 23.4 million people reportedly participating in 2015. In general, nearly every sport with available data experienced an increase in participation, which is a reversal from the five-year trend of declining participation in sports. Sports that have experienced significant growth in participation are squash, boxing, lacrosse, rugby, roller hockey, and field hockey – all of which have experienced growth in excess of 30% over the last five years. More recently, roller hockey, racquetball, indoor soccer, boxing, and flag football were the activities with the most rapid growth during the last year.

According to the Physical Activity Council, an "inactive" is defined as an individual that doesn't take part in any physical activity. Over the last five years, the number of inactive individuals has increased 7.4% from 76 million in 2010 to 81.6 million in 2015. However, looking at just the past year, from 2014 to 2015, the US saw a slight decrease of 0.6% from 82.7 to 81.6 million individuals. Although this recent shift is very promising, inactivity remains a dominant force in society, evidenced by the fact that 27.7% of the population falls into this category.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2016 was utilized to evaluate national sport and fitness participatory trends. The study is based survey findings by the Physical Activity Council from a total of 32,658 online interviews carried out in 2015. The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the US.

1.3.1 NATIONAL TRENDS IN GENERAL SPORTS

The most heavily participated in sports for 2015 were golf (24.1 million) and basketball (23.4 million), which have participation figures well in excess of 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 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 2010, squash and other niche sports, like boxing, lacrosse and rugby, have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise by 66% over the last five years. Based on the five-year trend, boxing (59%), rugby (44%), lacrosse (47%), roller hockey (39%), and field hockey (32%) have also experienced significant growth. In the most recent year, the fastest growing sports were roller hockey (10%), racquetball (8%), squash (7%), indoor soccer (6%), and boxing (6%). During the last five years, the sports that are most rapidly declining include touch football (-25%), wrestling (-22%), slow pitch softball (-16%), and racquetball (24.9% decrease).

Overall, activities in the general sports categories show very promising growth in the most recent year. Only three activities experienced a dip in participation, but none of these declined by more than 3%. In general, the strong recent growth in sports is a reversal of the five-year trends, as nearly every activity declining in the long run has tipped the scale to show positive growth in the past year.

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2010	2014	2015	14-15	10-15
Golf	26,122	24,700	24,120	-2.3%	-7.7%
Basketball	25,156	23,067	23,410	1.5%	-6.9%
Tennis	18,719	17,904	17,963	0.3%	-4.0%
Baseball	14,198	13,152	13,711	4.3%	-3.4%
Soccer (Outdoor)	13,883	12,592	12,646	0.4%	-8.9%
Badminton	7,645	7,176	7,198	0.3%	-5.8%
Softball (Slow Pitch)	8,477	7,077	7,114	0.5%	-16.1%
Football, Touch	8,663	6,586	6,487	-1.5%	-25.1%
Volleyball (Court)	7,315	6,304	6,423	1.9%	-12.2%
Football, Tackle	6,850	5,978	6,222	4.1%	-9.2%
Football, Flag	6,660	5,508	5,829	5.8%	-12.5%
Soccer (Indoor)	4,920	4,530	4,813	6.2%	-2.2%
Volleyball (Sand/Beach)	4,752	4,651	4,785	2.9%	0.7%
Gymnastics	4,418	4,621	4,679	1.3%	5.9%
Ultimate Frisbee	4,571	4,530	4,409	-2.7%	-3.5%
Track and Field	4,383	4,105	4,222	2.9%	-3.7%
Racquetball	4,603	3,594	3,883	8.0%	-15.6%
Cheerleading	3,134	3,456	3,608	4.4%	15.1%
Ice Hockey	2,140	2,421	2,546	5.2%	19.0%
Pickleball	N/A	2,462	2,506	1.8%	N/A
Softball (Fast Pitch)	2,513	2,424	2,460	1.5%	-2.1%
Lacrosse	1,423	2,011	2,094	4.1%	47.2%
Wrestling	2,536	1,891	1,978	4.6%	-22.0%
Roller Hockey	1,374	1,736	1,907	9.9%	38.8%
Squash	1,031	1,596	1,710	7.1%	65.9%
Field Hockey	1,182	1,557	1,565	0.5%	32.4%
Boxing for Competition	855	1,278	1,355	6.0%	58.5%
Rugby	940	1,276	1,349	5.7%	43.5%
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 9 - National Participatory Trends in General Sports

1.3.2NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport, and all aquatic activities have experienced participation growth among the American population. In 2015, fitness swimming is the absolute leader in overall participation (26 million) for aquatic activities, due in large part to its broad, multigenerational appeal. In the most recent year, competition swimming reported the strongest growth (7%) among aquatic activities, followed by fitness swimming (4%) and aquatic exercise (1%). It should be noted, in 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

Aquatic Exercise also has a strong participation base, and has experienced steady growth since 2010. Aquatic exercise has paved the way as a less stressful form of physical activity, while allowing similar benefits as land based exercises, including aerobic fitness, resistance training, flexibility, and better balance. Doctors are now 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 from injuries.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2010	2014	2015	14-15	10-15
Swimming (Fitness)	N/A	25,304	26,319	4.0%	N/A
Aquatic Exercise	8,947	9,122	9,226	1.1%	3.1%
Swimming (Competition)	N/A	2,710	2,892	6.7%	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 10 - National Participatory Trends in Aquatics

1.3.3 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 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 options 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 nearly 110 million participants in 2015, which represents a 2.4% decrease from the previous year. Other leading fitness activities based on total number of participants include treadmill (50 million), running/jogging (48 million), hand weights (43 million), stretching (36 million), and stationary cycling (36 million).

Over the last five years, the activities growing most rapidly are non-traditional / off-road triathlons (119%), trail running (63%), traditional road triathlons (57%), high impact aerobics (41%), and yoga (20%). In the last year, activities with the largest gains in participation included non-traditional / off-road triathlons (24%), traditional / road triathlons (13%), barre (12%), and trail running (8%). It should be noted that many of the activities growing most rapidly have a relatively low user base, which allows for more drastic shifts in terms of percentage. The recent decline in the extremely popular activities of fitness walking and running / jogging paired with widespread growth in activities with lower participation levels, may suggest that those engaging in fitness activities are actively looking for new forms of exercise.

National Participatory Trends - General Fitness					
Activity	**Participation Levels**			**% Change**	
	2010	**2014**	**2015**	**14-15**	**10-15**
Fitness Walking	112,082	112,583	109,829	-2.4%	-2.0%
Treadmill	52,275	50,241	50,398	0.3%	-3.6%
Running/Jogging	46,650	51,127	48,496	-5.1%	4.0%
Free Weights (Hand Weights) under 15 lbs	N/A	41,670	42,799	2.7%	N/A
Stretching	35,720	35,624	35,776	0.4%	0.2%
Stationary Cycling (Recumbent/Upright)	36,036	35,693	35,553	-0.4%	-1.3%
Weight/Resistant Machines	39,185	35,841	35,310	-1.5%	-9.9%
Free Weights (Dumbells) over 15 lbs	N/A	30,767	31,409	2.1%	N/A
Elliptical Motion Trainer	27,319	28,025	27,981	-0.2%	2.4%
Free Weights (Barbells)	27,194	25,623	25,381	-0.9%	-6.7%
Yoga	20,998	25,262	25,289	0.1%	20.4%
Calisthenics/Bodyweight Exercise	N/A	22,390	22,146	-1.1%	N/A
Choreographed Exercise	N/A	21,455	21,487	0.1%	N/A
Aerobics (High Impact)	14,567	19,746	20,464	3.6%	40.5%
Stair Climbing Machine	13,269	13,216	13,234	0.1%	-0.3%
Cross-Training Style Workout	N/A	11,265	11,710	4.0%	N/A
Stationary Cycling (Group)	7,854	8,449	8,677	2.7%	10.5%
Pilates Training	8,404	8,504	8,594	1.1%	2.3%
Trail Running	4,985	7,531	8,139	8.1%	63.3%
Cardio Cross Trainer	N/A	7,484	7,982	6.7%	N/A
Boot Camp Style Cross-Training	N/A	6,774	6,722	-0.8%	N/A
Cardio Kickboxing	6,287	6,747	6,708	-0.6%	6.7%
Martial Arts	6,002	5,364	5,507	2.7%	-8.2%
Boxing for Fitness	4,788	5,113	5,419	6.0%	13.2%
Tai Chi	3,193	3,446	3,651	5.9%	14.3%
Barre	N/A	3,200	3,583	12.0%	N/A
Triathlon (Traditional/Road)	1,593	2,203	2,498	13.4%	56.8%
Triathlon (Non-Traditional/Off Road)	798	1,411	1,744	23.6%	118.5%
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 11 - National Participatory Trends in General Fitness

1.3.4 NATIONAL TRENDS IN OUTDOOR RECREATION

Results from the Participation Report demonstrate a dichotomy of growth and attrition among outdoor / adventure 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 2015, the most popular activities, in terms of total participants, from the outdoor / adventure recreation category include road bicycling (38 million), freshwater fishing (38 million), day hiking (37 million), and Camping within ¼ mile of vehicle/home (28 million).

From 2010-2015, outdoor / adventure recreation activities that have undergone the largest increases were adventure racing (136%), archery (33%), BMX bicycling (29%), traditional climbing (28%), and backpacking overnight (26%). Over the same time frame, activities declining most rapidly were in-line roller skating (-26%), camping within ¼ mile of home/vehicle (-15%), and recreational vehicle camping (-12%). More recently, activities growing most rapidly in the last year were adventure racing (21%), BMX bicycling (15%), traditional climbing (5%), and fly fishing (4%).

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2010	2014	2015	14-15	10-15
Bicycling (Road)	39,730	39,725	38,280	-3.6%	-3.6%
Fishing (Freshwater)	39,911	37,821	37,682	-0.4%	-5.6%
Hiking (Day)	32,534	36,222	37,232	2.8%	14.4%
Camping (< 1/4 Mile of Vehicle/Home)	32,667	28,660	27,742	-3.2%	-15.1%
Wildlife Viewing (>1/4 Mile of Home/Vehicle)	21,158	21,110	20,718	-1.9%	-2.1%
Camping (Recreational Vehicle)	16,651	14,633	14,699	0.5%	-11.7%
Birdwatching (>1/4 mile of Vehicle/Home)	13,317	13,179	13,093	-0.7%	-1.7%
Fishing (Saltwater)	12,056	11,817	11,975	1.3%	-0.7%
Backpacking Overnight	7,998	10,101	10,100	0.0%	26.3%
Archery	6,323	8,435	8,378	-0.7%	32.5%
Bicycling (Mountain)	7,152	8,044	8,316	3.4%	16.3%
Skateboarding	7,080	6,582	6,436	-2.2%	-9.1%
Fishing (Fly)	5,523	5,842	6,089	4.2%	10.2%
Roller Skating, In-Line	8,128	6,061	6,024	-0.6%	-25.9%
Climbing (Sport/Indoor/Boulder)	4,542	4,536	4,684	3.3%	3.1%
Adventure Racing	1,214	2,368	2,864	20.9%	135.9%
Bicycling (BMX)	2,090	2,350	2,690	14.5%	28.7%
Climbing (Traditional/Ice/Mountaineering)	2,017	2,457	2,571	4.6%	27.5%
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 12 - National Participatory Trends in Outdoor/Adventure Recreation

1.3.5 NATIONAL TRENDS IN HUNTING / FISHING ACTIVITIES

Overall, activities related to hunting and fishing have seen strong participation growth in recent years. In 2015, the most popular of these activities in terms of total participants were freshwater fishing (38 million), target shooting with a handgun (16 million), and target shooting with a rifle (14 million).

Examining growth trends over the last five years, activities with the highest rate of growth were hunting with a handgun (36%), archery (up 33%), target shooting with a handgun (26%), and trap / skeet shooting (25%). Since 2010, only two activities underwent a decrease in participation – freshwater fishing (-6%) and saltwater fishing (-1%). Activities experiencing the most rapid growth over the most recent year include sport clay shooting (15%), trap / skeet shooting (25%), and hunting with a handgun (10%).

National Participatory Trends - Hunting / Fishing Activities					
Activity	**Participation Levels**			**% Change**	
	2010	**2014**	**2015**	**14-15**	**10-15**
Fishing (Freshwater)	39,911	37,821	37,682	-0.4%	-5.6%
Target Shooting (Handgun)	12,485	14,426	15,744	9.1%	26.1%
Target Shooting (Rifle)	12,637	13,029	13,720	5.3%	8.6%
Fishing (Saltwater)	12,056	11,817	11,975	1.3%	-0.7%
Hunting (Rifle)	10,632	10,081	10,778	6.9%	1.4%
Hunting (Shotgun)	8,276	8,220	8,438	2.7%	2.0%
Archery	6,323	8,435	8,378	-0.7%	32.5%
Fishing (Fly)	5,523	5,842	6,089	4.2%	10.2%
Shooting (Sport Clays)	4,291	4,645	5,362	15.4%	25.0%
Hunting (Bow)	4,067	4,411	4,564	3.5%	12.2%
Shooting (Trap/Skeet)	3,489	3,837	4,368	13.8%	25.2%
Hunting (Handgun)	2,493	3,091	3,400	10.0%	36.4%
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 13 - National Participatory Trends in Hunting/Fishing Activities

1.3.6 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 in the City of Merriam, Kansas. 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.

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 City is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and money spent on miscellaneous recreation. Overall, residents of Merriam demonstrate participation trends that have above average potential index numbers in all categories. Merriam exhibits **high interest in the following activities:**

- **Backpacking**
- **Attending college basketball games**
- **Hiking**
- **Attending college football games**
- **Downhill skiing**
- **Mountain bicycling**
- **Yoga**

It is recommended that the City examines the MPIs below to gain a sense of local consumption behavior 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.

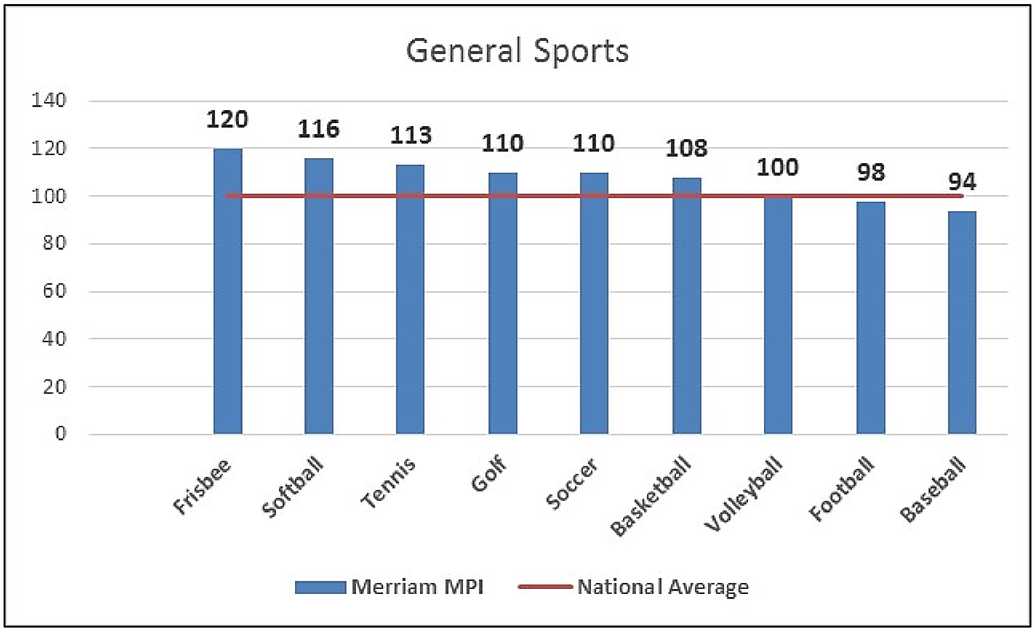

Figure 14 - Merriam MPI (General Sports)

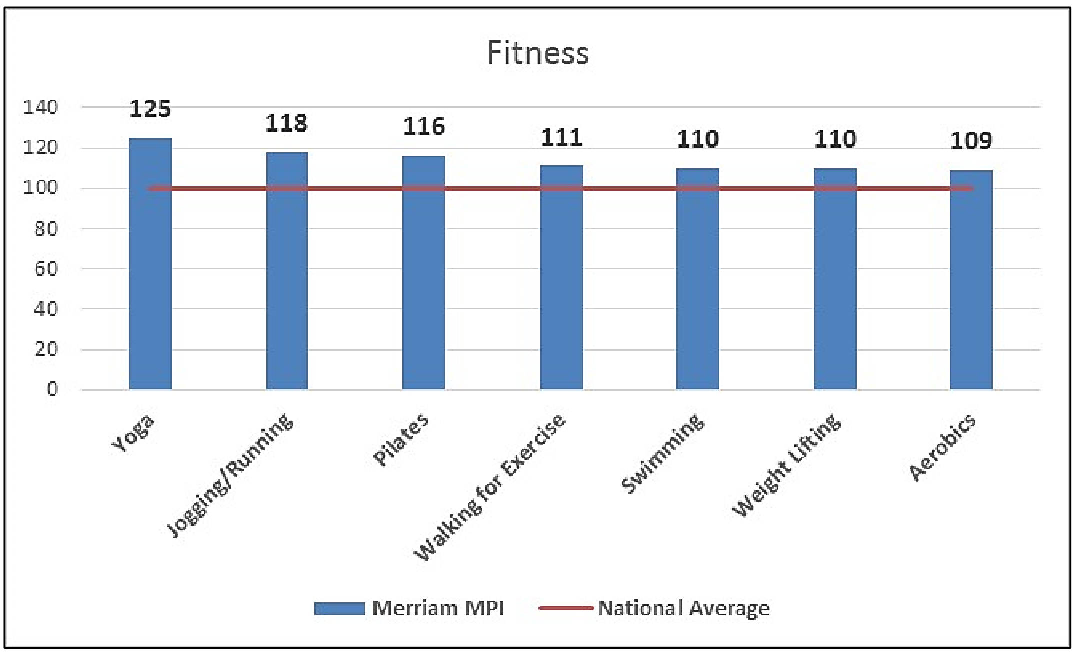

Figure 15 – Merriam MPI (Fitness)

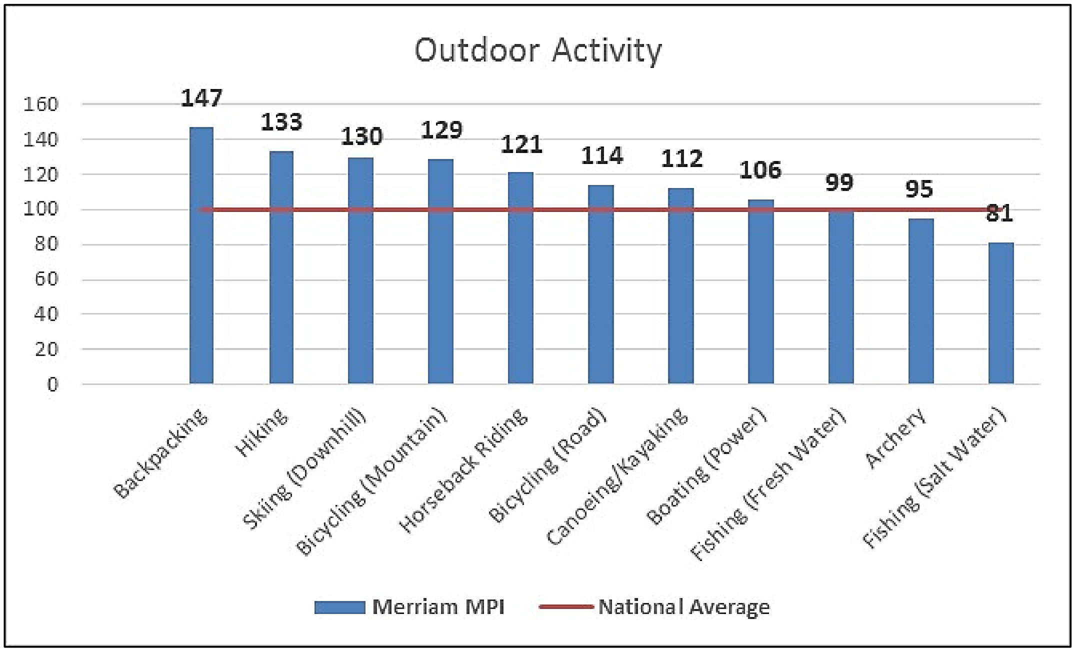

Figure 16 – Merriam MPI (Outdoor Activity)

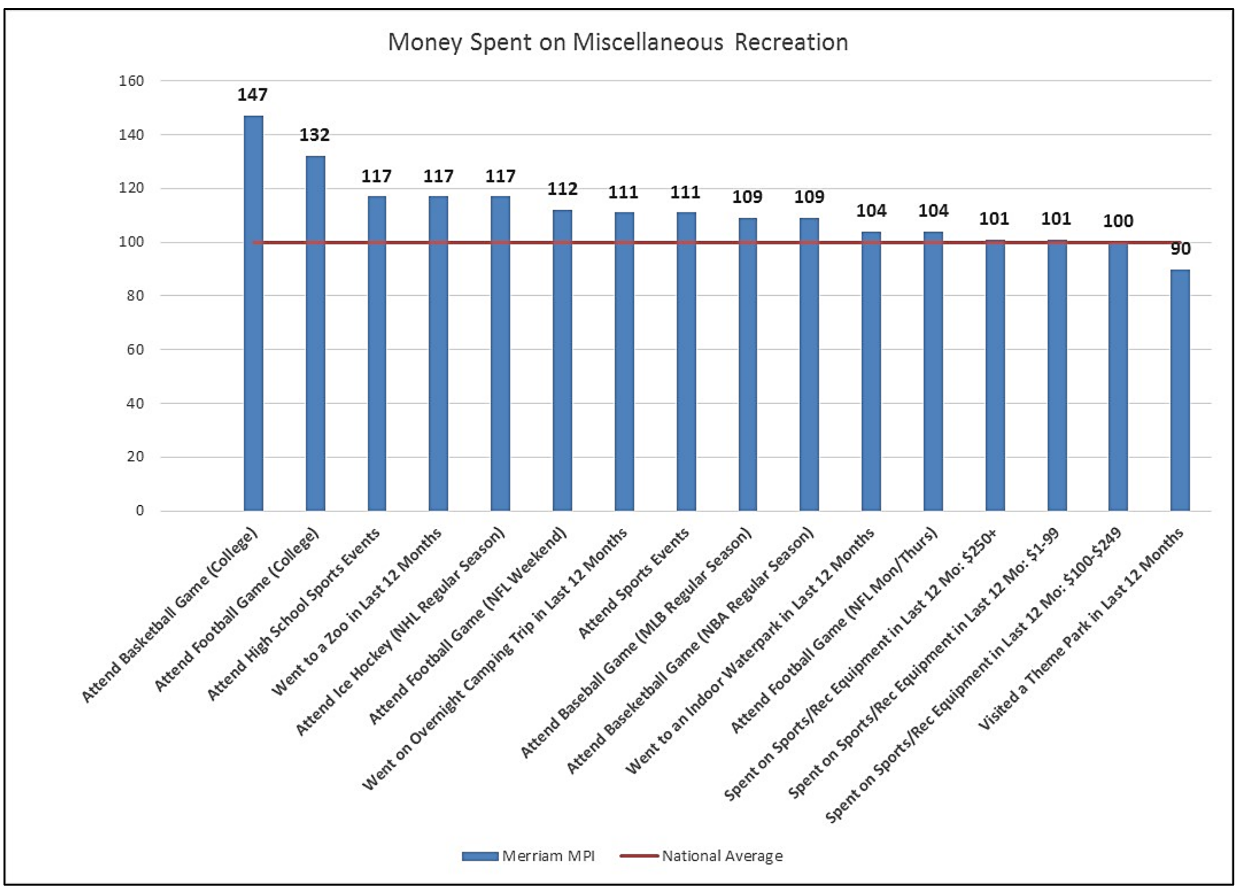

Figure 17 – Merriam MPI (Money Spent on Miscellaneous Recreation)