1.1 DEMOGRAPHIC ANALYSIS

The Demographic Analysis provides an understanding of the population within the City of Ithaca, New York (also known as the "target area"). This analysis is reflective of the City's 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 City has recently experienced an increase of approximately 6.25%; from 30,014 in 2010 to 31,890 in 2016. The current estimated population is projected to continue its moderate growth, increasing to 33,168 individuals in 2021, and 36,100 by 2031.

According to U.S. Census reports, the total number of households in the target area has experienced a coinciding upward trend, increasing approximately 6.98%, from 10,408 in 2010 to 11,134 in 2016. The City's total households are expected to continue to increase to 12,809 households by 2031.

Based on the 2010 Census, the population of the target area is well below the median age of the U.S. The City of Ithaca's median age is 23.8 whereas the U.S. median age is 38.0 years old. Projections show that the target area will remain relatively unchanged in term of age segments through 2031. The City is projected to have a slight decrease in the percentage of 18-24 year olds; while the 25-35 age segment is project to experience a slight increase.

The estimated 2016 population of the target area is predominantly White Alone (67%), with the Asian population representing the largest minority (20%). Additionally, those of Hispanic/Latino origin represent just over 7% of the City's total current population. Future projections estimate that by 2031 the overall composition of the population will become more diverse. Forecasts of the target area through 2031 expect a noticeable decrease in the White Alone population (a decrease to 57%); coinciding with a significant increase amongst the Asian population (an increase to 28%).

The City's median household income ($31,169) and per capita income ($21,934) are both below the state and national averages.

It should be noted that the City of Ithaca's demographic overview is influenced by the presence of two colleges within close proximity: Cornell University and Ithaca College. The student populations influence demographic categories but may affect population age segments and income levels the most.

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 December 2016 and reflects actual numbers as reported in the 2010 Censuses, and estimates for 2016 and 2021 as obtained by ESRI. Straight line linear regression was utilized for projected 2026 and 2031 demographics. Ithaca's City boundaries that were utilized for the demographic analysis are shown below in **Figure 1**.

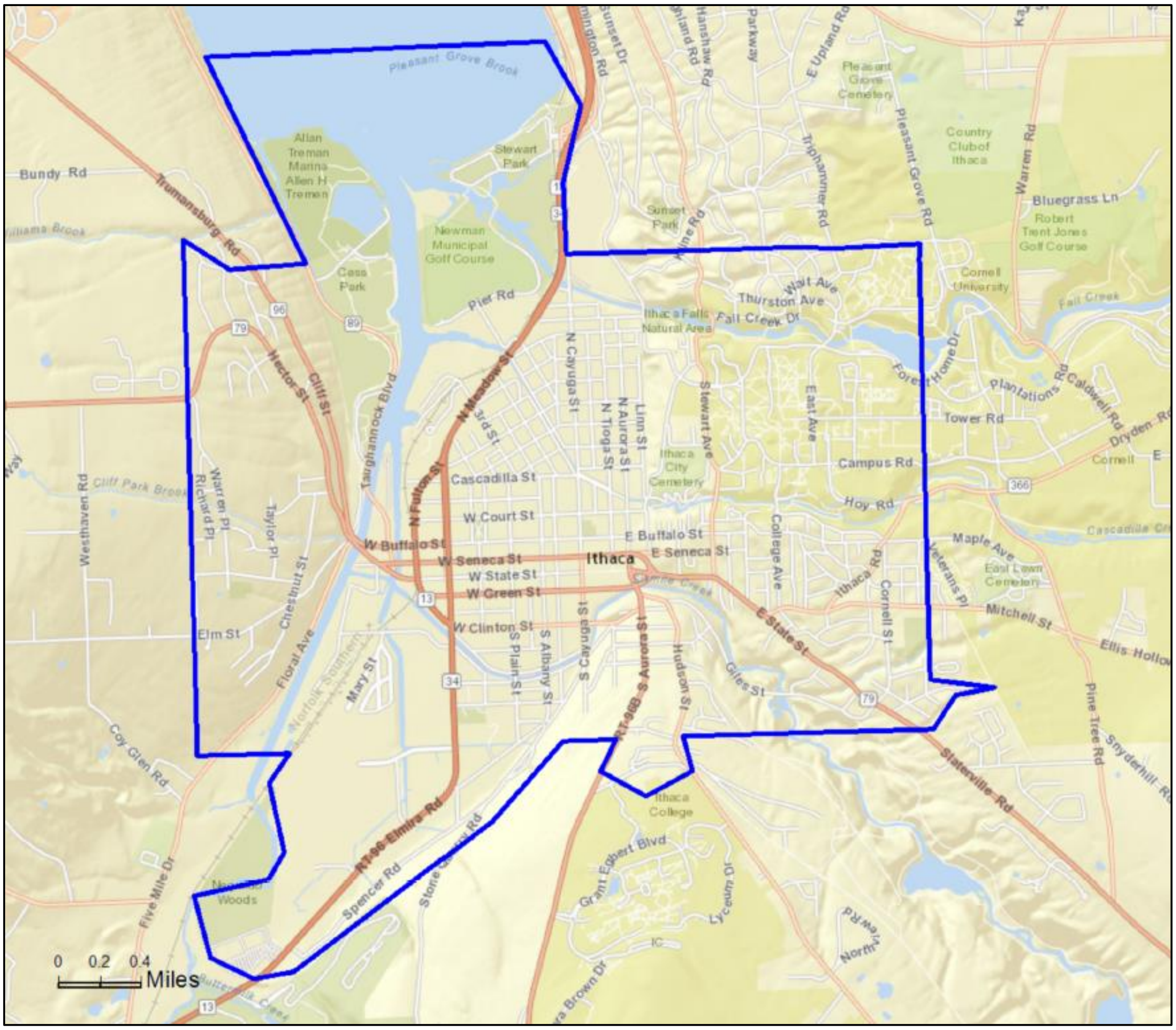

Figure 1: Ithaca's City Boundaries

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

1.1.3 ITHACA CITY POPULACE

POPULATION

The City's population has experienced an above average growth trend in recent years (1.04% per year), approximately 0.24% above the national rate (0.80% per year), and is currently estimated at 31,890 individuals. Projecting ahead, the total population is expected to continue to grow over the next 15 years. Based on predictions through 2031, the City is expected to have 36,100 residents living within 12,809 households (**Figure 2 & 3).**

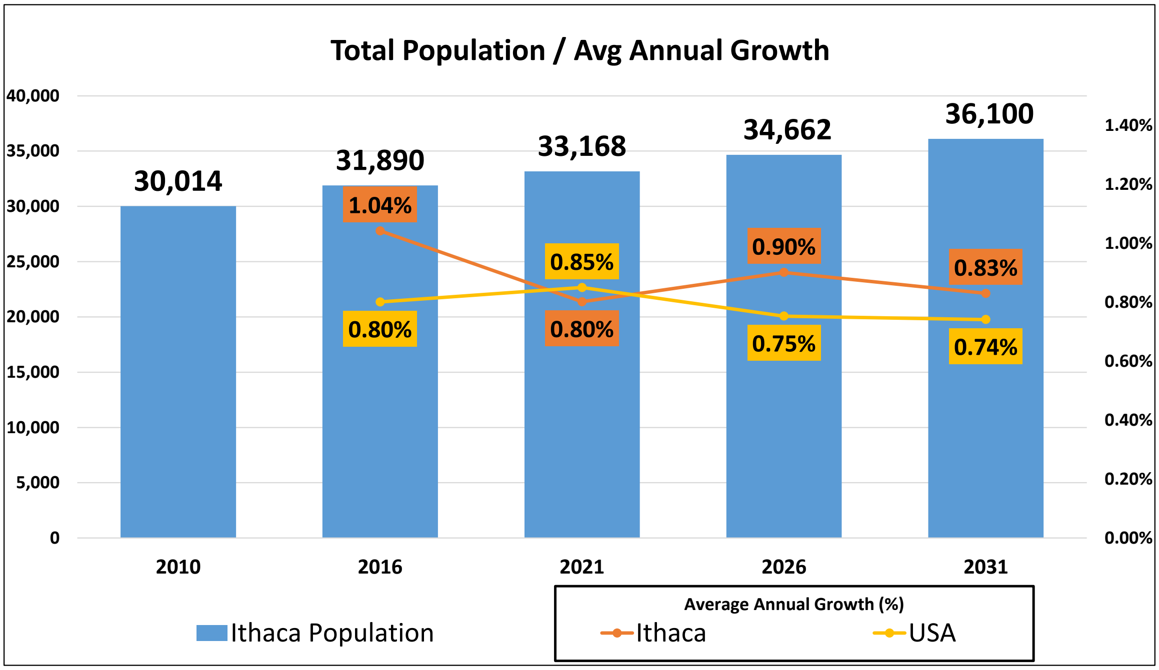

Figure 2: Total Population

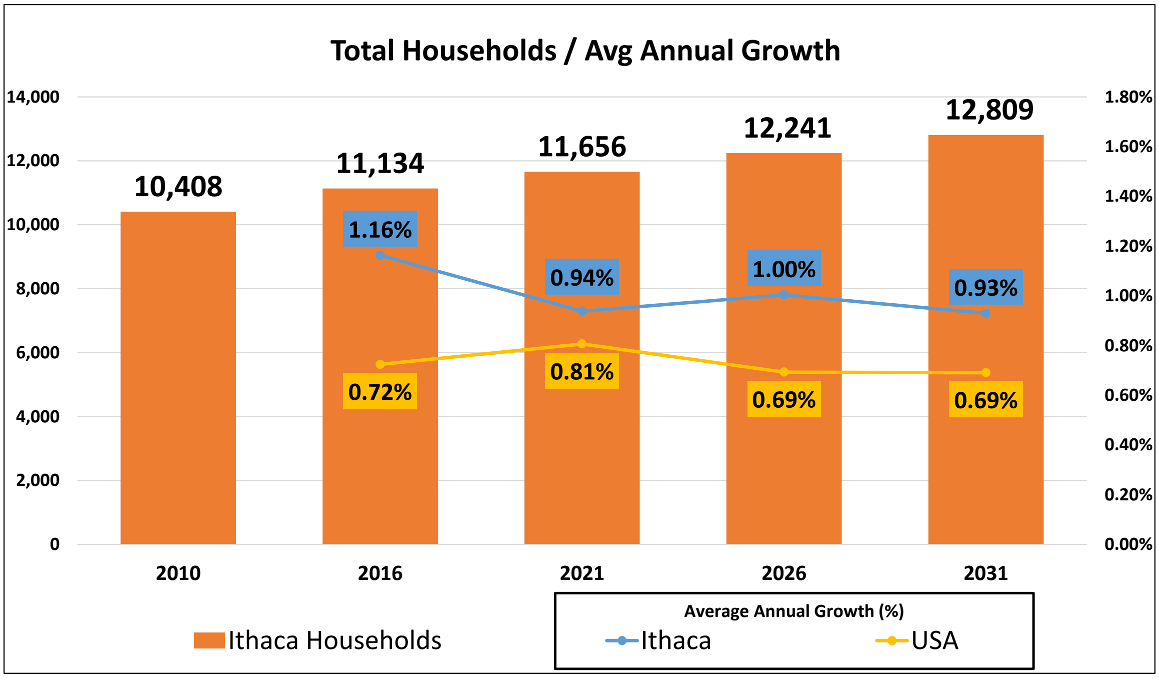

Figure 3: Total Households

AGE SEGMENT

Evaluating the population by age segments, the target area contains a young population; with the 18-24 age segment currently representing 51% of the total population. The median age (mid-point) of the target area is estimated to be 23.8 years old, which is well below the national median of 38 years old. This sort of discrepancy in age segment distribution is fairly typical for most college towns. With both Cornell University and Ithaca College located near the heart of the target area, it is expected for the 18-24 population to be significantly higher than the national average.

According to **Figure** 4, the overall composition of Ithaca's population is projected remain relatively unchanged over the next 15 years, most likely due to the fact that the City has a large student-based population that will always provide a constant age group (i.e., once students graduate, they tend to move away to begin their careers and are replaced by a new student population).

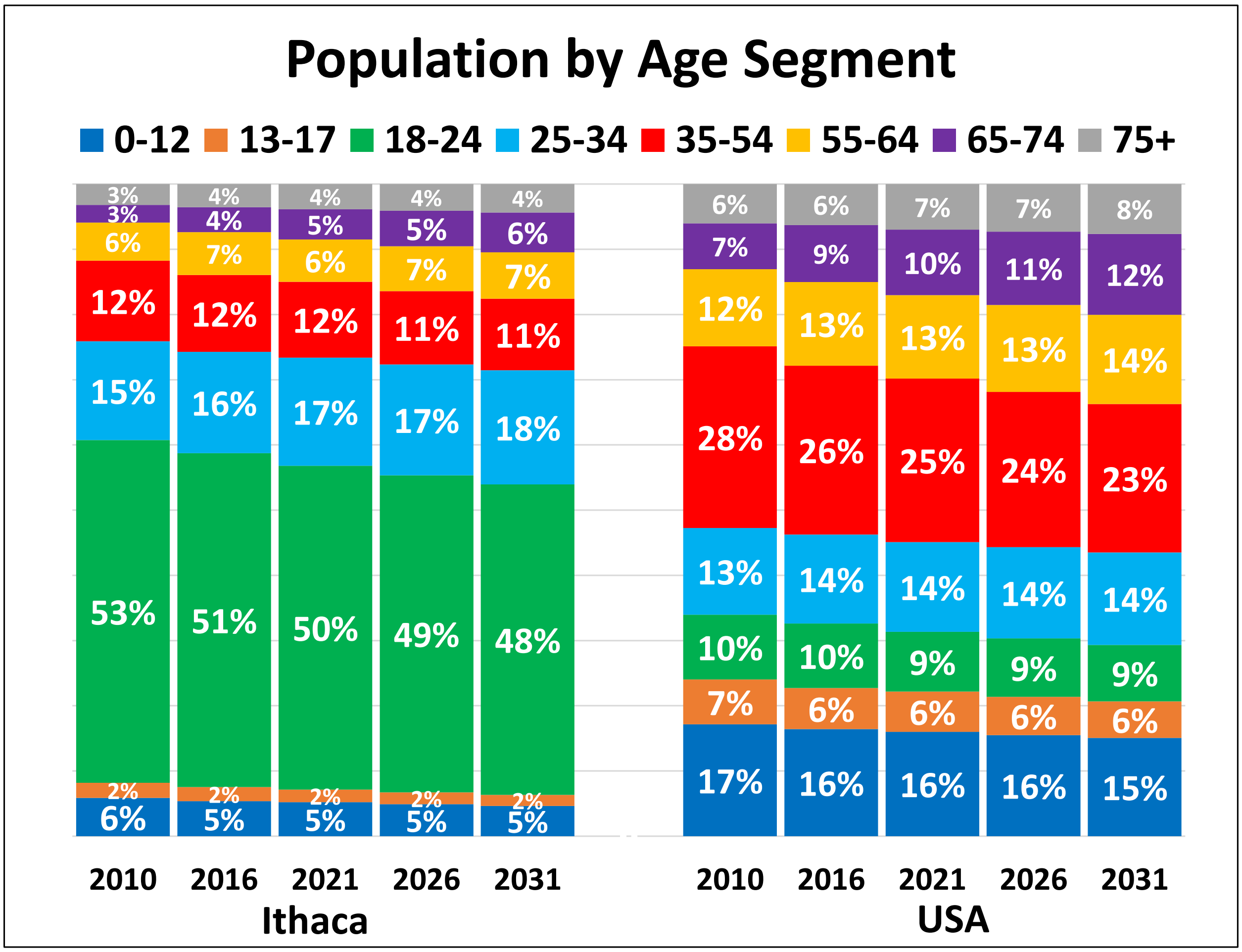

Figure 4: Population Age by Segments

RACE AND ETHNICITY

According to **Figure** 5, the service area is slightly more diverse than the US population. The 2016 estimate shows that 67% of the City's population falls into the White Alone category, while the Asian category represents the largest minority (20%). The projections for 2031 forecast the population by race to become even more diverse. There is expected to be a rather significant decrease in the White Alone population; accompanied by a rather significant increase in the Asian population.

Based on the 2010 Census (see **Figure 6**), those of Hispanic/Latino origin currently represent approximately 7% of the service area's total population. The Hispanic/Latino population is expected to experience very minimal growth by 2031, increasing by approximately 2%.

According to the Census, Hispanic origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Hispanic, Latino, or Spanish may be any race. The Census asks respondents to denote their race first, and then they ask if they are of Hispanic or Latino Origin. This represents the distinction between the two figures below.

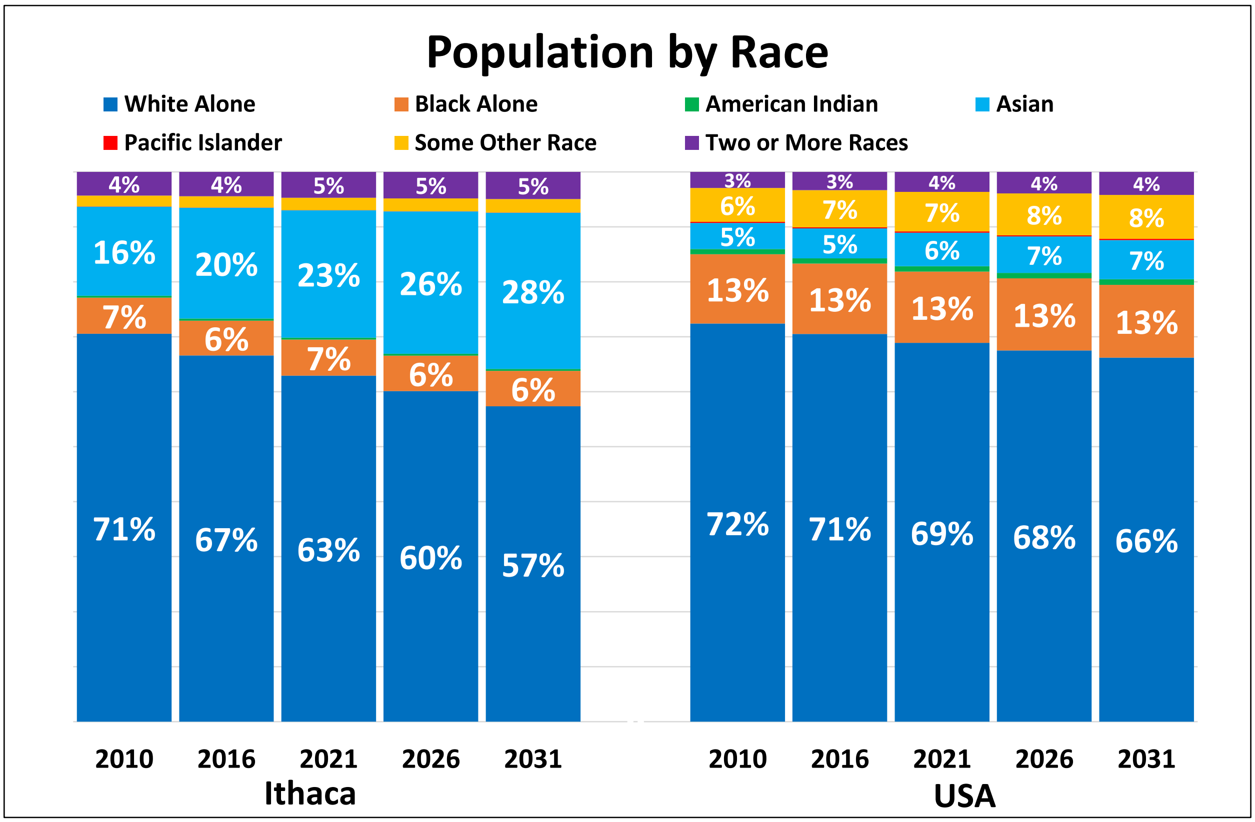

Figure 5: Population by Race

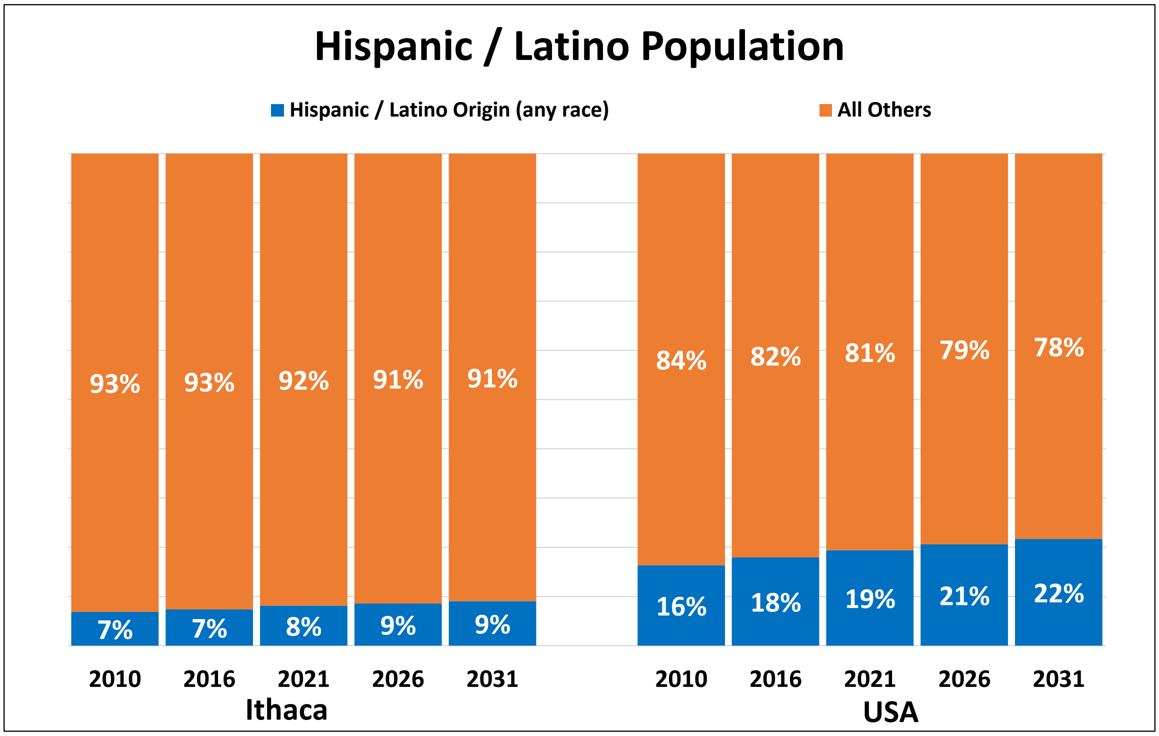

Figure 6: Population by Ethnicity

HOUSEHOLDS AND INCOME

As seen in **Figure 7**, the City's median household income ($31,169) and per capita income ($21,934) are both well below the state and national averages.

Although income characteristics for the City are significantly lower than state and national averages, this discrepancy is typical in cities where a large percentage of the population is a college student with limited earning capabilities.

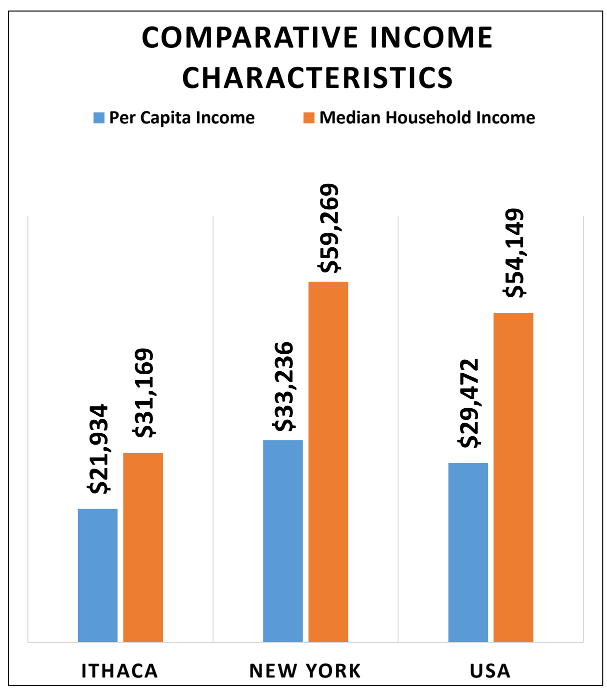

Figure 7: Comparative Income Characteristics

TRENDS ANALYSIS

The following tables summarize the findings from the Sports & Fitness Industry Association's (SFIA) 2016 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" down 0.6% in 2015, from 82.7 million to 81.6 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 (109.8 million)
    b. Treadmill (50.4 million)
    c. Running/Jogging (48.5 million)
3. **Most participated in general sports**
    a. Golf (24.1 million)
    b. Basketball (23.4 million)
    c. Tennis (18 million)
4. **Activities most rapidly growing over last five years**
    a. Adventure Racing - up 136%
    b. Non-traditional/Off-road Triathlon - up 119%
    c. Squash - up 66%
    d. Trail Running - up 63%
    e. Boxing for Competition - up 59%
5. **Activities most rapidly declining over last five years**
    a. In-line Roller Skating - down 30%
    b. Touch Football - down 25%
    c. Wrestling - down 22%
    d. Slow-pitch Softball - down 16%
    e. Racquetball - down 16%

Summary of Local Market Potential Index Analysis

1. **The City exhibits above average market potential for sport and leisure activities**
2. **Top recreational activities in Ithaca compared to the national averages**
    a. Participated in Jogging/Running
    b. Participated in Backpacking
    c. Participated in Soccer

1.1.4 OVERVIEW OF NATIONAL PARTICIPATORY TRENDS

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 roughly 109.8 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.

1.1.5 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.

As seen in **Figure 8,** 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 in participation numbers include touch football (-25%), wrestling (-22%), slow pitch softball (-16%), and racquetball (-16%).

Overall, activities in the general sports categories show very promising growth in the most recent year. Only three activities experienced a dip in participation, none of which 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	10-15	14-15
Golf	26,122	24,700	24,120	-7.7%	-2.3%
Basketball	25,156	23,067	23,410	-6.9%	1.5%
Tennis	18,719	17,904	17,963	-4.0%	0.3%
Baseball	14,198	13,152	13,711	-3.4%	4.3%
Soccer (Outdoor)	13,883	12,592	12,646	-8.9%	0.4%
Badminton	7,645	7,176	7,198	-5.8%	0.3%
Softball (Slow Pitch)	8,477	7,077	7,114	-16.1%	0.5%
Football, Touch	8,663	6,586	6,487	-25.1%	-1.5%
Volleyball (Court)	7,315	6,304	6,423	-12.2%	1.9%
Football, Tackle	6,850	5,978	6,222	-9.2%	4.1%
Football, Flag	6,660	5,508	5,829	-12.5%	5.8%
Soccer (Indoor)	4,920	4,530	4,813	-2.2%	6.2%
Volleyball (Sand/Beach)	4,752	4,651	4,785	0.7%	2.9%
Gymnastics	4,418	4,621	4,679	5.9%	1.3%
Ultimate Frisbee	4,571	4,530	4,409	-3.5%	-2.7%
Track and Field	4,383	4,105	4,222	-3.7%	2.9%
Racquetball	4,603	3,594	3,883	-15.6%	8.0%
Cheerleading	3,134	3,456	3,608	15.1%	4.4%
Ice Hockey	2,140	2,421	2,546	19.0%	5.2%
Pickleball	N/A	2,462	2,506	N/A	1.8%
Softball (Fast Pitch)	2,513	2,424	2,460	-2.1%	1.5%
Lacrosse	1,423	2,011	2,094	47.2%	4.1%
Wrestling	2,536	1,891	1,978	-22.0%	4.6%
Roller Hockey	1,374	1,736	1,907	38.8%	9.9%
Squash	1,031	1,596	1,710	65.9%	7.1%
Field Hockey	1,182	1,557	1,565	32.4%	0.5%
Boxing for Competition	855	1,278	1,355	58.5%	6.0%
Rugby	940	1,276	1,349	43.5%	5.7%
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%)	

Figure 8 - General Sports Participatory Trends

1.1.6 NATIONAL 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 (26.3 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%) (**Figure 9**). 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**	**10-15**	**14-15**
Swimming (Fitness)	N/A	25,304	26,319	N/A	4.0%
Aquatic Exercise	8,947	9,122	9,226	3.1%	1.1%
Swimming (Competition)	N/A	2,710	2,892	N/A	6.7%
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%)	

Figure 9 - Aquatic Participatory Trends

1.1.7 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 just over 109.8 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 (50.4 million), running/jogging (48.5 million), hand weights (42.8 million), stretching (35.8 million), and stationary cycling (35.6 million).

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

1.1.8 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 (38.3 million), freshwater fishing (37.7 million), day hiking (37.2 million), and Camping within ¼ mile of vehicle/home (27.7 million).

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

1.1.9 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 the City of Ithaca. 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 commercial recreation.

ESRI computes Market Potential by combining 2016 Tapestry™ Segmentation data with Doublebase 2014 data from GfK MRI. Doublebase 2014 is an integration of information from four consumer surveys. Each survey respondent can be identified by Tapestry Segment, so a rate of consumption by Tapestry segment can be determined for a product or service for any area. Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Therefore, this combination of Tapestry Segmentation and consumer survey information produces a custom, localized MPI for a given activity in a given location.

Overall, the City of Ithaca demonstrates extremely high market potential index (MPI) numbers; this is particularly noticeable in the general sport and fitness market potential tables. Every activity within both of these categories has above average MPI scores (100+). When examining the other two categories (outdoor activity and commercial recreation), a majority of the activities are well above 100 (even though they each have a few activities with MPI scores below the national averages). These overall high MPI scores show that Ithaca's residents are extremely active and have a very strong participation presence. This becomes significant when the City considers hosting special events or starting new programs as these number provide a tool to estimate resident attendance and overall activity popularity.

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

High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents of the target area will actively participate in these types of offerings provided by the City of Ithaca.

GENERAL SPORTS MARKET POTENTIAL

Local Participatory Trends - General Sports				
Activity	Estimated Participants	% of Population		MPI
		Ithaca	USA	
Basketball	3,500	11.9%	8.3%	**144**
Golf	3,348	11.4%	9.2%	**124**
Soccer	2,039	6.9%	3.8%	**181**
Football	1,974	6.7%	4.7%	**143**
Baseball	1,568	5.3%	4.6%	**116**
Softball	1,456	4.9%	3.4%	**144**
Volleyball	1,440	4.9%	3.3%	**150**
Tennis	1,417	4.8%	4.0%	**121**

FITNESS MARKET POTENTIAL

Local Participatory Trends - Fitness				
Activity	Estimated Participant	% of Population		MPI
		Ithaca	USA	
Walking for exercise	9,553	32.4%	26.8%	**121**
Jogging/running	8,365	28.4%	13.2%	**215**
Swimming	6,584	22.3%	15.5%	**144**
Weight lifting	4,856	16.5%	9.9%	**166**
Aerobics	3,639	12.3%	8.4%	**146**
Yoga	3,489	11.8%	7.0%	**168**
Pilates	1,216	4.1%	2.7%	**150**

OUTDOOR ACTIVITY MARKET POTENTIAL

Local Participatory Trends - Outdoor Activity				
Activity	Estimated Participants	% of Population		MPI
		Ithaca	USA	
Hiking	4,127	14.0%	9.9%	**141**
Bicycling (road)	3,831	13.0%	9.9%	**131**
Fishing (fresh water)	3,289	11.2%	12.4%	**90**
Canoeing/kayaking	2,584	8.8%	5.6%	**157**
Backpacking	1,860	6.3%	3.1%	**206**
Bicycling (mountain)	1,519	5.2%	3.9%	**133**
Boating (power)	1,512	5.1%	5.3%	**96**
Horseback riding	1,099	3.7%	2.5%	**151**
Fishing (salt water)	1,052	3.6%	4.0%	**90**

COMMERCIAL RECREATION MARKET POTENTIAL

Local Participatory Trends - Commercial Recreation				
Activity	Estimated Participants	% of Population		MPI
		Ithaca	USA	
Attended a movie in last 6 months	22,196	75.3%	59.3%	**127**
Attended sports event	7,902	26.8%	22.9%	**117**
Went overnight camping in last 12 months	5,721	19.4%	11.9%	**163**
Visited a theme park in last 12 months	5,471	18.6%	17.7%	**105**
Went to museum in last 12 months	5,236	17.8%	12.3%	**145**
Visited a zoo in last 12 months	4,234	14.4%	11.2%	**129**
Did photography in last 12 months	3,921	13.3%	10.1%	**132**
Danced/went dancing in last 12 months	3,736	12.7%	8.0%	**159**
Went to art gallery in last 12 months	3,727	12.6%	7.5%	**169**
Did painting/drawing in last 12 months	3,208	10.9%	6.1%	**178**
Spent $250+ on sports/rec equip	2,082	7.1%	7.3%	**97**
Spent $1-99 on sports/rec equip	2,047	6.9%	5.7%	**121**
Spent $100-249 on sports/rec equip	1,862	6.3%	6.1%	**103**
Visited indoor water park in last 12 months	554	1.9%	3.0%	**63**