

1.1 DEMOGRAPHIC ANALYSIS

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

It is important to note that future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

1.1.1 DEMOGRAPHIC OVERVIEW

The total population of the target area had a minimal increase from 195,844 in 2010 to 198,287 in 2014. The current estimated population is projected to reach 43,488 in 2019, and total 206,650 by 2029.

According to the U.S. Census reports, the total number of households in the service area has increased from 75,208 in 2010 to 76,257 in 2014. The total number of households is expected to grow to 78,221 by 2019 and reach 81,614 by 2029.

The city's median household income (\$36,315) and per capita income (\$19,899) are both well below state and national averages.

Based on the 2010 Census, the population of the Augusta is younger (33.2 years) than the median age of the U.S. (37.2 years). Projections show that the target area will undergo a slight aging trend, with the 55+ group growing to represent over 31% of the total population by 2029.

The population is skewed towards a majority Black Alone (54.73 %) and White Alone (39.10%), with no other race segment accounting for more than 4%. Future projections through 2029 expect the Black Alone to increase to 57.27%, while the White Alone slowly decreases to 34.26%.

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 July 2014 and reflects actual numbers as reported in the 2010 Censuses, and estimates for 2014 and 2019 as obtained by ESRI. Straight line linear regression was utilized for projected 2024 and 2029 demographics. The geographic boundary of the City of Augusta was utilized as the demographic analysis boundary shown in Figure 1.

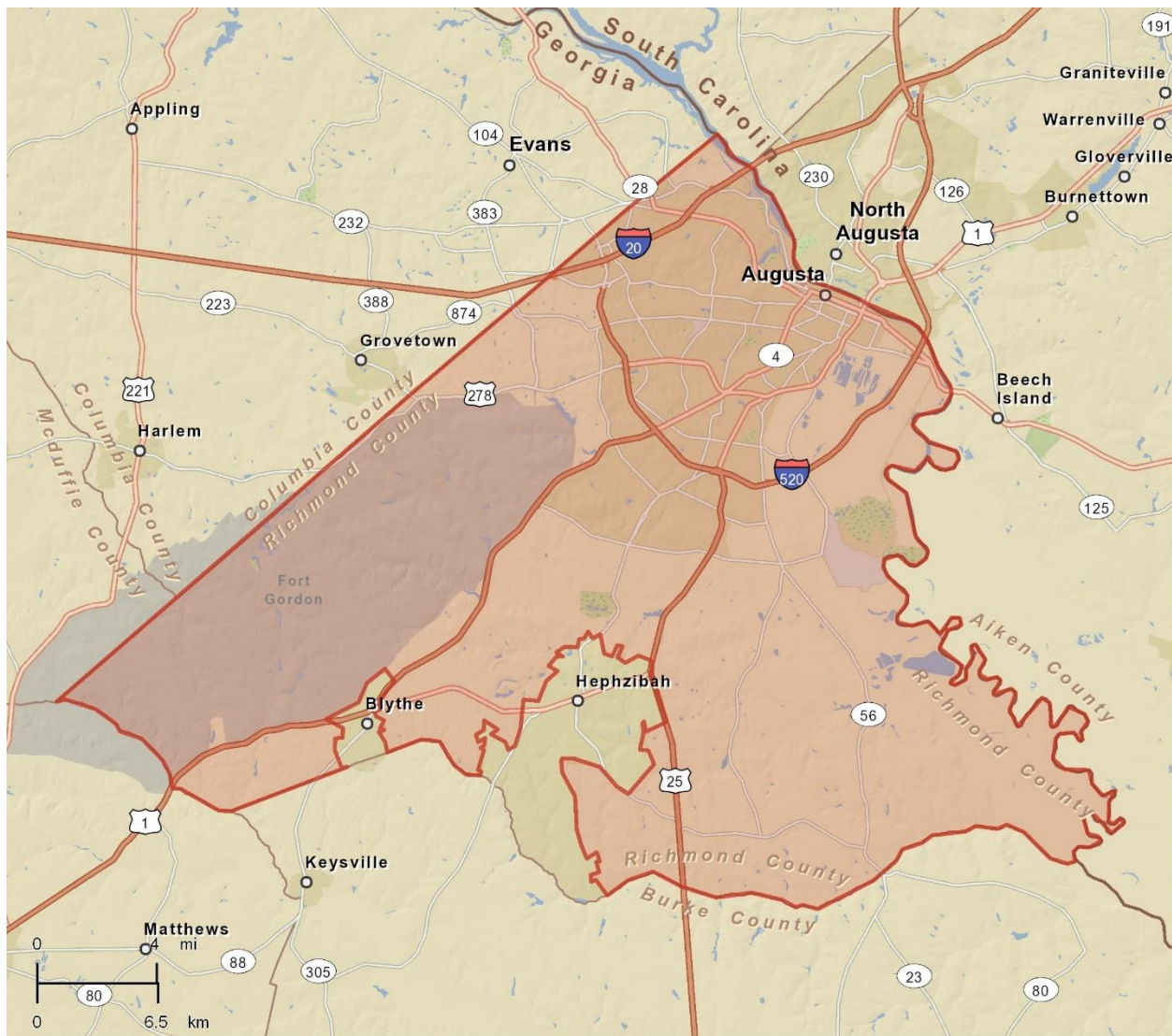


Figure 1-Target Area Boundaries

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 AUGUSTA POPULACE

POPULATION

The City of Augusta has witnessed gradual growth in recent years. From 2010 to 2014, the city’s total population experienced an increase from 195,844 to 198,287. Projecting ahead, the total population of the target area is expected to continue growing marginally over the next 15 years. Based on predictions through 2029, the local population is expected to have approximately 206,650 residents living within 81,614 households. See Figure 2.

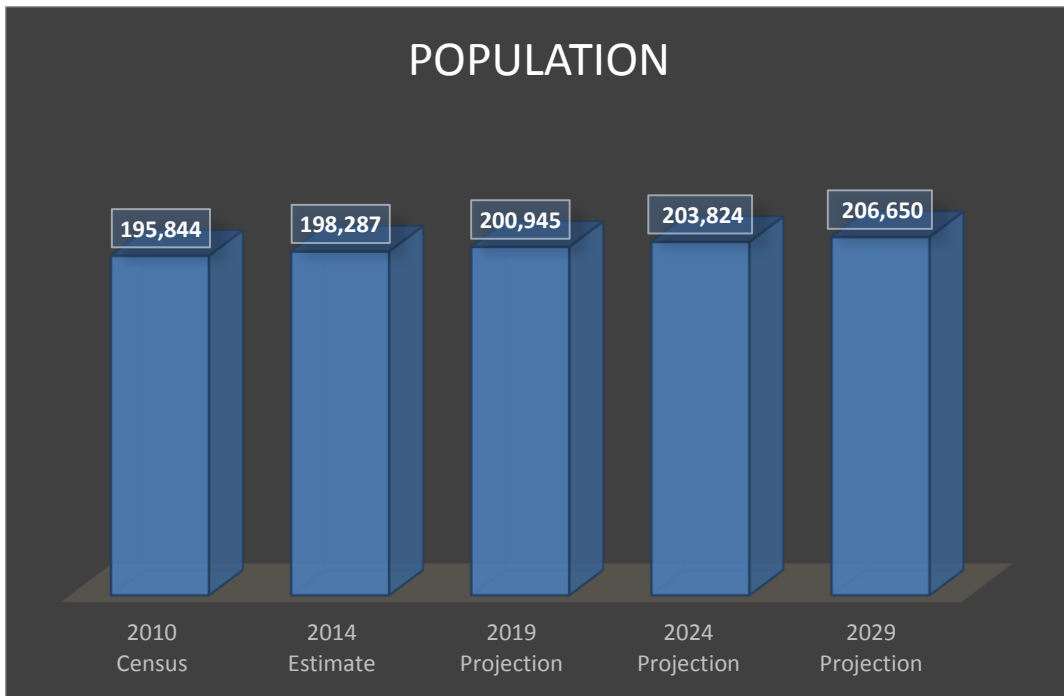


Figure 2-Total Population

AGE SEGMENT

Evaluating the distribution by age segments, the city is very balanced in its population splits with the over 35 and the under 35 populations comprising 48.4% and 51.6% respectively in 2014.

Over time, the overall composition of the population is projected to undergo an aging trend. Based on the 2029 estimate, the 55+ population continues to distance itself as the largest age group, constituting 31.2% of the population. This is consistent with general national trends where the 55+ age group has been growing as a result of increased life expectancies and the baby boomer population entering that age group. See **Figure 3**.

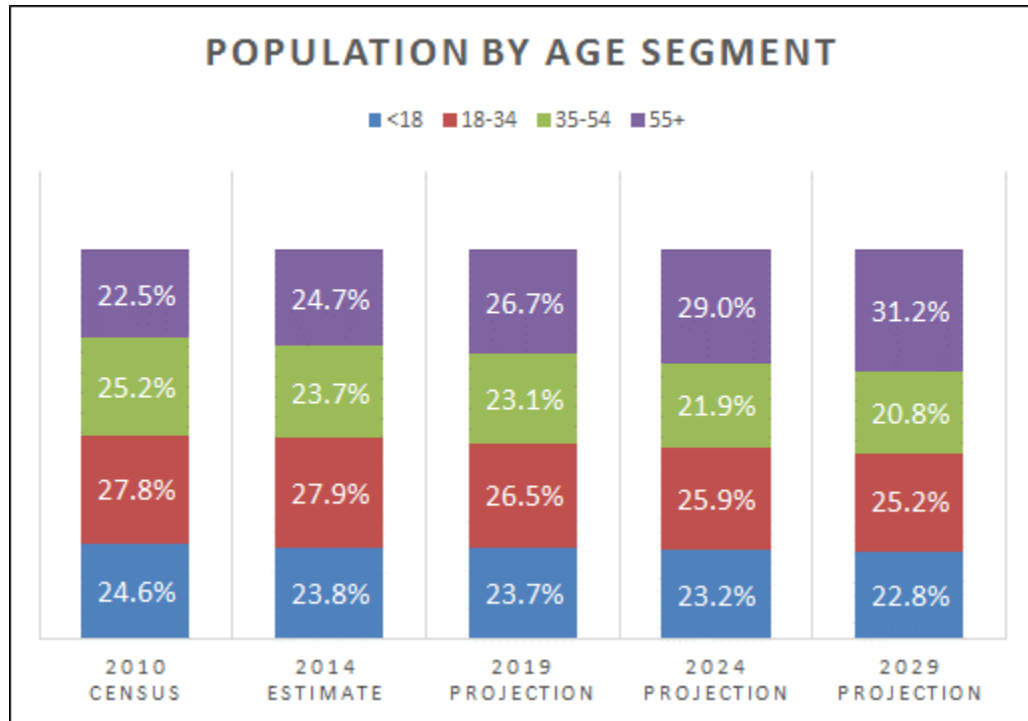


Figure 3-Population Age by Segments

RACE AND ETHNICITY

In analyzing race and ethnicity, the population is heavily concentrated in the two largest race segments. The 2014 estimate shows that over 55% of the population falls into the Black Alone category, and 38% are White Alone. Predictions for 2029 expect the population to remain consistent, as the Black Alone increases slightly to 57% and White Alone decreases to 34%, while all remaining minorities combine to represent approximately 8% of the total population. See **Figure 4**.

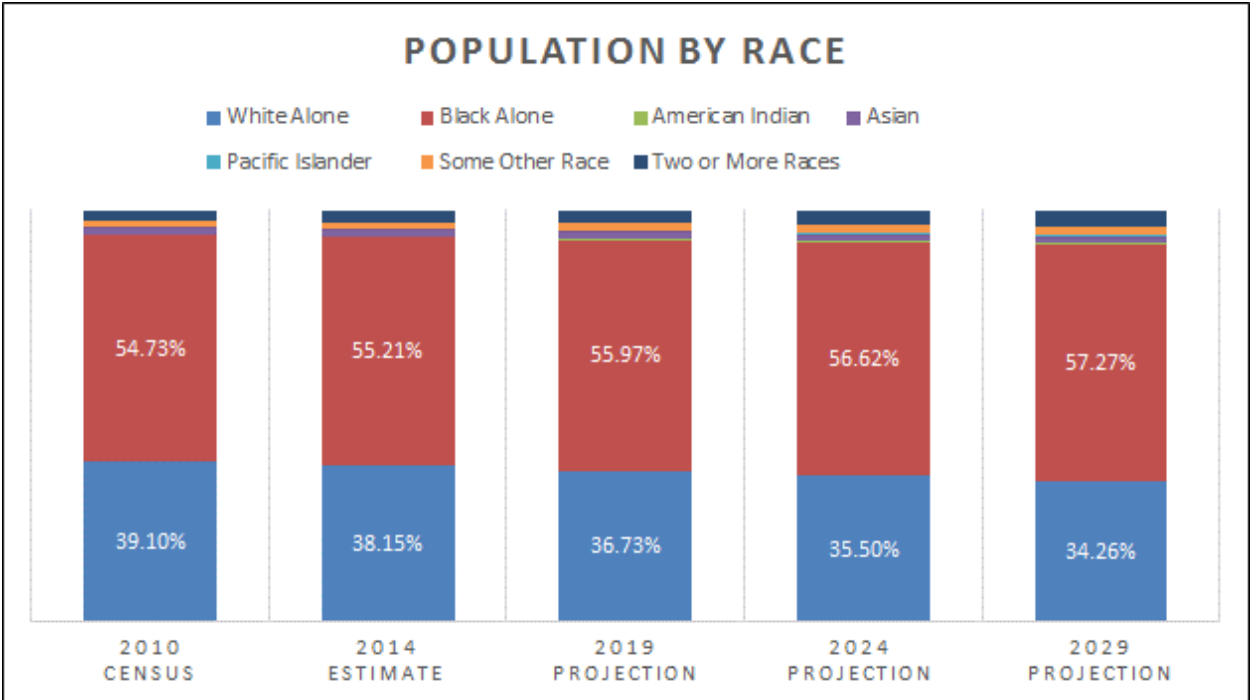


Figure 4- Population by Race

HOUSEHOLDS AND INCOME

The City of Augusta's projected income characteristics, as seen in **Figure 5**, the city's median household income (\$36,315) is well below the state (\$49,179) and national (\$53,006) average. Per capita income (\$19,899) also falls well below both state (\$25,182) and national (\$28,051) numbers.

The median household income represents the earnings of all persons age 16 years or older living together in a housing unit.



Figure 5- Comparative Income Characteristics

1.2 TRENDS ANALYSIS

The following tables summarize the findings from the Sports & Fitness Industry Association's (SFIA) 2014 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 Augusta residents 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	<ul style="list-style-type: none"> a. "Inactives" down 0.4% in 2013, from 80.4 million to 80.2 million b. Approximately one-third of Americans (ages 6+) are active to a healthy level
2. Most popular sport and recreational activities	<ul style="list-style-type: none"> a. Fitness Walking (117 million) b. Running/Jogging (54 million) c. Treadmill (48 million)
3. Most participated in team sports	<ul style="list-style-type: none"> a. Basketball (23.7 million) b. Tennis (17.7 million) c. Baseball (13.3 million)
4. Activities most rapidly growing over last five years	<ul style="list-style-type: none"> a. Adventure Racing - up 159% b. Non-traditional/Off-road Triathlon - up 156% c. Traditional/Road Triathlon - up 140% d. Squash - up 115% e. Rugby - up 81%
5. Activities most rapidly declining over last five years	<ul style="list-style-type: none"> a. Wrestling - down 45% b. In-line Roller Skating - down 40% c. Touch Football - down 32% d. Horseback Riding - down 29% e. Slow-pitch Softball - down 29%

Figure 6- National Participatory Trends Analysis

Information released by Sports & Fitness Industry Association's (SFIA) 2014 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, treadmill, running/jogging, free weights and bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin. Walking participation during the latest year data was available (2013), reported over 117 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with nearly 24 million people reportedly participating in 2013. Team sports that have experienced significant growth in participation are rugby, lacrosse, field hockey, ice hockey, gymnastics, beach volleyball, and ultimate Frisbee- all of which have experienced double digit growth over the last five years. Most recently, rugby, field hockey, and lacrosse underwent the most rapid growth among team sports from 2012 to 2013.

In the past year, there has been a slight 0.4% decrease of "inactives" in America, from 80.4 million in 2012 to 80.2 million in 2013. According to the Physical Activity Council, an "inactive" is defined as an individual that doesn't take part in any "active" sport. Even more encouraging is that an estimated 33.9% of Americans above the age of 6 are active to a healthy level, taking part in a high calorie burning activity three or more times per week.

The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2014 was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2014 from more than 19,000 individuals and households.

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

1.2.1 NATIONAL TRENDS IN GENERAL SPORTS

Basketball, a game originating in the U.S., is actually the most participated in sport among the traditional “bat and ball” sports with almost 24 million estimated participants. This popularity can be attributed to the ability to compete with relatively small number of participants, the limited amount of equipment needed to participate, and the limited space requirements necessary - the last of 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 7, since 2008, squash and other niche sports like lacrosse and rugby have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise by nearly 115% over the last five years. Based on survey findings from 2008-2013, rugby and lacrosse have also experienced significant growth, increasing by 80.9% and 66% respectively. Other sports with notable growth in participation over the last five years were field hockey (31.4%), ice hockey (27.9%), gymnastics (25.1%), and beach volleyball (18.5%). From 2012 to 2013, the fastest growing sports were rugby (33.4%), field hockey (19.2%), lacrosse (12.8%), and squash (9.6%). During the last five years, the sports that are most rapidly declining include wrestling (45.2% decrease), touch football (down 32%), and slow pitch softball (28.9% decrease).

In terms of total participants, the most popular activities in the general sports category in 2013 include basketball (23.7 million), tennis (17.7 million), baseball (13.3 million), outdoor soccer (12.7 million), and slow pitch softball (6.9 million). Although three out of five of these sports have been declining in recent years, the sheer number of participants demands the continued support of these activities.

National Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Baseball	15,539	14,429	14,198	13,561	12,976	13,284	2.4%	-2.0%	-6.4%	-7.9%	-14.5%
Basketball	26,108	25,131	25,156	24,790	23,708	23,669	-0.2%	-4.5%	-5.9%	-5.8%	-9.3%
Cheerleading	3,192	3,070	3,134	3,049	3,244	3,235	-0.3%	6.1%	3.2%	5.4%	1.3%
Field Hockey	1,122	1,092	1,182	1,147	1,237	1,474	19.2%	28.5%	24.7%	35.0%	31.4%
Football, Flag	7,310	6,932	6,660	6,325	5,865	5,610	-4.3%	-11.3%	-15.8%	-19.1%	-23.3%
Football, Tackle	7,816	7,243	6,850	6,448	6,220	6,165	-0.9%	-4.4%	-10.0%	-14.9%	-21.1%
Football, Touch	10,493	9,726	8,663	7,684	7,295	7,140	-2.1%	-7.1%	-17.6%	-26.6%	-32.0%
Gymnastics	3,975	3,952	4,418	4,824	5,115	4,972	-2.8%	3.1%	12.5%	25.8%	25.1%
Ice Hockey	1,871	2,018	2,140	2,131	2,363	2,393	1.3%	12.3%	11.8%	18.6%	27.9%
Lacrosse	1,092	1,162	1,423	1,501	1,607	1,813	12.8%	20.8%	27.4%	56.0%	66.0%
Racquetball	4,611	4,784	4,603	4,357	4,070	3,824	-6.0%	-12.2%	-16.9%	-20.1%	-17.1%
Roller Hockey	1,569	1,427	1,374	1,237	1,367	1,298	-5.0%	4.9%	-5.5%	-9.0%	-17.3%
Rugby	654	720	940	850	887	1,183	33.4%	39.2%	25.9%	64.3%	80.9%
Soccer (Indoor)	4,487	4,825	4,920	4,631	4,617	4,803	4.0%	3.7%	-2.4%	-0.5%	7.0%
Soccer (Outdoor)	13,996	13,957	13,883	13,667	12,944	12,726	-1.7%	-6.9%	-8.3%	-8.8%	-9.1%
Softball (Fast Pitch)	2,331	2,476	2,513	2,400	2,624	2,498	-4.8%	4.1%	-0.6%	0.9%	7.2%
Softball (Slow Pitch)	9,660	9,180	8,477	7,809	7,411	6,868	-7.3%	-12.1%	-19.0%	-25.2%	-28.9%
Squash	659	796	1,031	1,112	1,290	1,414	9.6%	27.2%	37.1%	77.6%	114.6%
Tennis	17,749	18,546	18,719	17,772	17,020	17,678	3.9%	-0.5%	-5.6%	-4.7%	-0.4%
Track and Field	4,604	4,480	4,383	4,341	4,257	4,071	-4.4%	-6.2%	-7.1%	-9.1%	-11.6%
Ultimate Frisbee	4,459	4,636	4,571	4,868	5,131	5,077	-1.1%	4.3%	11.1%	9.5%	13.9%
Volleyball (Court)	7,588	7,737	7,315	6,662	6,384	6,433	0.8%	-3.4%	-12.1%	-16.9%	-15.2%
Volleyball (Sand/Beach)	4,025	4,324	4,752	4,451	4,505	4,769	5.9%	7.1%	0.4%	10.3%	18.5%
Wrestling	3,335	3,170	2,536	1,971	1,922	1,829	-4.8%	-7.2%	-27.9%	-42.3%	-45.2%

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 7-General Sports Participatory Trends

1.2.2 NATIONAL TRENDS IN AQUATIC ACTIVITY

Swimming is unquestionably a lifetime sport. Swimming activities have remained very popular among Americans, and both competition and fitness swimming have witnessed an increase in participation recently. Fitness swimming is the absolute leader in multigenerational appeal with over 26 million reported participants in 2013, a 13.5% increase from the previous year (Figure 8). NOTE: In 2011, recreational swimming was broken into competition and fitness categories in order to better identify key trends.

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

National Participatory Trends - Aquatics											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Aquatic Exercise	9,512	8,965	8,947	9,042	9,177	8,483	-7.6%	-6.2%	-5.2%	-5.4%	-10.8%
Swimming (Competition)	N/A	N/A	N/A	2,363	2,502	2,638	5.4%	11.6%	N/A	N/A	N/A
Swimming (Fitness)	N/A	N/A	N/A	21,517	23,216	26,354	13.5%	22.5%	N/A	N/A	N/A
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- Aquatic Participatory Trends

1.2.3 NATIONAL TRENDS IN GENERAL FITNESS

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

The most popular fitness activity by far is fitness walking, which had over 117 million participants in 2013, which was a 2.9% increase from the previous year. Other leading fitness activities based on number of participants include running/jogging (over 54 million), treadmill (48.1 million), and hand free weights (43.2 million), and weight/resistant machines (36.3 million).

Over the last five years, the activities that are growing most rapidly are high impact aerobics (up 47.1%), yoga (up 36.9%), running/jogging (up 31.9%), cardio kickboxing (28.7% increase), and group stationary cycling (up 27.8%). Most recently, from 2012-2013, the largest gains in participation were in boxing for fitness (8.7% increase), Tai Chi (up 8.3%), and high impact aerobics (up 7.1%). See Figure 9.

National Participatory Trends - General Fitness											
Activity	Participation Levels					% Change					
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Aerobics (High Impact)	11,780	12,771	14,567	15,755	16,178	17,323	7.1%	10.0%	18.9%	35.6%	47.1%
Aerobics (Low Impact)	23,283	24,927	26,431	25,950	25,707	25,033	-2.6%	-3.5%	-5.3%	0.4%	7.5%
Aerobics (Step)	9,423	10,551	11,034	10,273	9,577	8,961	-6.4%	-12.8%	-18.8%	-15.1%	-4.9%
Boxing for Fitness	N/A	N/A	4,788	4,631	4,831	5,251	8.7%	13.4%	9.7%	N/A	N/A
Calisthenics	8,888	9,127	9,097	8,787	9,356	9,356	0.0%	6.5%	2.8%	2.5%	5.3%
Cross-Training	N/A	N/A	N/A	7,706	7,496	6,911	-7.8%	-10.3%	N/A	N/A	N/A
Cardio Kickboxing	4,905	5,500	6,287	6,488	6,725	6,311	-6.2%	-2.7%	0.4%	14.7%	28.7%
Elliptical Motion Trainer	24,435	25,903	27,319	29,734	28,560	27,119	-5.0%	-8.8%	-0.7%	4.7%	11.0%
Fitness Walking	110,204	110,882	112,082	112,715	114,029	117,351	2.9%	4.1%	4.7%	5.8%	6.5%
Free Weights (Barbells)	25,821	26,595	27,194	27,056	26,688	25,641	-3.9%	-5.2%	-5.7%	-3.6%	-0.7%
Free Weights (Dumbbells)	N/A	N/A	N/A	N/A	N/A	32,309	N/A	N/A	N/A	N/A	N/A
Free Weights (Hand Weights)	N/A	N/A	N/A	N/A	N/A	43,164	N/A	N/A	N/A	N/A	N/A
Martial Arts	6,818	6,643	6,002	5,037	5,075	5,314	4.7%	5.5%	-11.5%	-20.0%	-22.1%
Pilates Training	9,039	8,770	8,404	8,507	8,519	8,069	-5.3%	-5.1%	-4.0%	-8.0%	-10.7%
Running/Jogging	41,097	42,511	46,650	50,061	51,450	54,188	5.3%	8.2%	16.2%	27.5%	31.9%
Stair Climbing Machine	13,863	13,653	13,269	13,409	12,979	12,642	-2.6%	-5.7%	-4.7%	-7.4%	-8.8%
Stationary Cycling (Group)	6,504	6,762	7,854	8,738	8,477	8,309	-2.0%	-4.9%	5.8%	22.9%	27.8%
Stationary Cycling (Recumbent)	11,104	11,299	11,459	11,933	11,649	11,159	-4.2%	-6.5%	-2.6%	-1.2%	0.5%
Stationary Cycling (Upright)	24,918	24,916	24,578	24,409	24,338	24,088	-1.0%	-1.3%	-2.0%	-3.3%	-3.3%
Stretching	36,235	36,299	35,720	34,687	35,873	36,202	0.9%	4.4%	1.3%	-0.3%	-0.1%
Tai Chi	3,424	3,315	3,193	2,975	3,203	3,469	8.3%	16.6%	8.6%	4.6%	1.3%
Treadmill	49,722	50,395	52,275	53,260	50,839	48,166	-5.3%	-9.6%	-7.9%	-4.4%	-3.1%
Weight/Resistant Machines	38,844	39,075	39,185	39,548	38,999	36,267	-7.0%	-8.3%	-7.4%	-7.2%	-6.6%
Yoga	17,758	18,934	20,998	22,107	23,253	24,310	4.5%	10.0%	15.8%	28.4%	36.9%

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%)
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Figure 9- General Fitness National Participatory Trends

1.2.4 NATIONAL TRENDS IN GENERAL RECREATION

Results from the SFIA’s *Topline Participation Report* demonstrate increased popularity among Americans in numerous general 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 2013, the most popular activities in the general recreation category include road bicycling (over 40 million participants), freshwater fishing (nearly 38 million participants), and day hiking (over 34 million participants).

From 2008-2013, general recreation activities that have undergone very rapid growth are adventure racing (up 159%), non-traditional/off-road triathlons (up 156%), traditional/road triathlons (up 139.9%), and trail running (up 49.7%). In-line roller skating, horseback riding, and skateboarding have all seen a substantial drop in participation, decreasing by 40%, 29.4%, and 21.8% respectively over the last five years. See Figure 10.

National Participatory Trends - General Recreation											
Activity	Participation Levels						% Change				
	2008	2009	2010	2011	2012	2013	12-13	11-13	10-13	09-13	08-13
Adventure Racing	809	1,005	1,214	1,202	1,618	2,095	29.5%	74.3%	72.6%	108.5%	159.0%
Archery	6,180	6,368	6,323	6,471	7,173	7,647	6.6%	18.2%	20.9%	20.1%	23.7%
Bicycling (Mountain)	7,242	7,367	7,152	6,989	7,265	8,542	17.6%	22.2%	19.4%	15.9%	18.0%
Bicycling (Road)	38,527	39,127	39,730	39,834	39,790	40,888	2.8%	2.6%	2.9%	4.5%	6.1%
Bicycling (BMX)	1,896	1,858	2,090	1,958	1,861	2,168	16.5%	10.7%	3.7%	16.7%	14.3%
Camping (Recreational Vehicle)	16,343	16,977	16,651	16,282	15,903	14,556	-8.5%	-10.6%	-12.6%	-14.3%	-10.9%
Camping (Within 1/4 Mile of Vehicle/Home)	32,531	34,012	32,667	31,961	31,454	29,269	-6.9%	-8.4%	-10.4%	-13.9%	-10.0%
Climbing (Sport/Indoor/Boulder)	4,642	4,541	4,542	4,445	4,355	4,745	9.0%	6.7%	4.5%	4.5%	2.2%
Climbing (Traditional/Ice/Mountaineering)	2,175	2,062	2,017	1,904	2,189	2,319	5.9%	21.8%	15.0%	12.5%	6.6%
Fishing (Fly)	5,849	5,755	5,523	5,581	5,848	5,878	0.5%	5.3%	6.4%	2.1%	0.5%
Fishing (Freshwater)	42,095	40,646	39,911	38,864	39,002	37,796	-3.1%	-2.7%	-5.3%	-7.0%	-10.2%
Fishing (Saltwater)	14,121	13,054	12,056	11,896	12,000	11,790	-1.8%	-0.9%	-2.2%	-9.7%	-16.5%
Golf	28,571	27,103	26,122	25,682	25,280	24,720	-2.2%	-3.7%	-5.4%	-8.8%	-13.5%
Hiking (Day)	31,238	32,542	32,534	33,494	34,519	34,378	-0.4%	2.6%	5.7%	5.6%	10.1%
Horseback Riding	11,457	10,286	9,782	9,335	8,423	8,089	-4.0%	-13.3%	-17.3%	-21.4%	-29.4%
Hunting (Bow)	3,770	3,974	4,067	4,271	4,354	4,079	-6.3%	-4.5%	0.3%	2.6%	8.2%
Hunting (Handgun)	2,734	2,575	2,493	2,690	3,112	3,198	2.8%	18.9%	28.3%	24.2%	17.0%
Hunting (Rifle)	10,490	10,729	10,632	10,479	10,485	9,792	-6.6%	-6.6%	-7.9%	-8.7%	-6.7%
Hunting (Shotgun)	8,638	8,611	8,276	8,370	8,426	7,894	-6.3%	-5.7%	-4.6%	-8.3%	-8.6%
Roller Skating, In-Line	10,211	8,942	8,128	7,451	6,647	6,129	-7.8%	-17.7%	-24.6%	-31.5%	-40.0%
Shooting (Sport Clays)	4,199	4,232	4,291	4,296	4,544	4,479	-1.4%	4.3%	4.4%	5.8%	6.7%
Shooting (Trap/Skeet)	3,523	3,519	3,489	3,453	3,591	3,784	5.4%	9.6%	8.5%	7.5%	7.4%
Skateboarding	8,118	7,580	7,080	6,318	6,227	6,350	2.0%	0.5%	-10.3%	-16.2%	-21.8%
Target Shooting (Handgun)	12,551	12,919	12,485	13,638	15,418	14,370	-6.8%	5.4%	15.1%	11.2%	14.5%
Target Shooting (Rifle)	12,769	12,916	12,637	13,032	13,853	13,023	-6.0%	-0.1%	3.1%	0.8%	2.0%
Trail Running	4,537	4,845	4,985	5,373	5,806	6,792	17.0%	26.4%	36.2%	40.2%	49.7%
Triathlon (Non-Traditional/Off Road)	543	634	798	819	1,075	1,390	29.3%	69.7%	74.2%	119.2%	156.0%
Triathlon (Traditional/Road)	943	1,148	1,593	1,686	1,789	2,262	26.4%	34.2%	42.0%	97.0%	139.9%

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%)
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Figure 10- General Recreation National Participatory Trends