CHAPTER ONE **COMMUNITY PROFILE**

1.1 OVERVIEW

A crucial element of the Comprehensive Master and Strategic Plan ("Plan") is the Community Profile. This profile is designed to give the Gurnee Park District ("District") a detailed understanding of the community it serves. This analysis helps to measure the market within and surrounding the District. It plays a vital role in enhancing our comprehension of the specific types of parks, facilities, programs, and services that are best suited to meet the needs of the residents fairly and effectively.

1.1.1 LAND ACKNOWLEDGEMENT

We acknowledge that Gurnee Park District is located on and around the traditional homelands of the Ojibwe, Odawa, and Potawatomi nations. This land has also been a site of significance for many other nations including the Miami, Illinois, Kickapoo, Peoria, Meskwaki, Sauk & Fox, Winnebago, and Ho-Chunk. These communities have historically cared for, traveled through, and welcomed others to this land.

We pay our respects to the elders of these nations, both past and present, and extend that respect to their descendants and to all Indigenous people. We recognize the enduring relationship that exists between these peoples and their traditional territories. The history of colonization has had a profound impact on Indigenous communities, and we commit to acknowledging this history while working towards respectful partnerships and inclusive practices that honor the culture, traditions, and rights of Indigenous peoples in our community.

1.2 LIVABILITY AND ACCESS

The community profile report prioritizes a thorough evaluation of the District's livability and accessibility. This involves analyzing the cost of living, assessing how close residents live to parks, and determining tree equity in the District.

By examining these factors, we gain valuable insights into how parks and recreation offerings impact the District's overall quality of life. These findings also serve as a guide for future strategic and capital planning and development aimed at improving accessibility and enriching the living conditions for all residents.

1.2.1 COST OF LIVING

The cost-of-living index is a measure of how expensive it is to live in a particular area or district compared to another area or district. The index is typically calculated by comparing the prices of a basket of goods and services, such as housing, transportation, food, healthcare, and utilities in different locations. You can see the detailed information at https://www.bestplaces.net/cost_of_living/district/illinois/gurnee

COST OF LIVING	Gurnee	Illinois
Overall	97	93.7
Grocery	97.2	94
Health	96.3	96.9
Housing	96.7	80.2
Utilities	95	97.7
Transportation	88.9	106.2
Miscellaneous	140.9	107.8

Figure 1: Cost of Living Index

The United States (US) national average cost of living is standardized at an index value of 100. A region's cost-of-living index is expressed as a percentage relative to this national average.

For instance, Gurnee's overall cost-of-living index is reported at 97, suggesting that the cost to live in Gurnee is 3% below the US national average. Nonetheless, when compared to the state of Illinois, which has an index of 93.7, Gurnee presents a slightly higher cost of living.

1.2.2 10-MINUTE WALK

The Trust for Public Land firmly believes that every person residing in U.S. cities should have access to a high-quality park that is located within a 10-minute walking distance from their home. To make this vision a reality, they launched the "10-Minute Walk Program" aimed at helping cities expand access to green spaces for all.

The Trust for Public Land has conducted research, which has revealed that parks that cater to predominantly people of color are, on average, only half the size of parks that primarily serve white populations. Despite their smaller size, these parks serve nearly five times as many people. Additionally, parks that primarily serve low-income households are, on average, four times smaller than parks that serve high-income households.

Figure 2: 10-Minute Walk

The current statistics indicate that 83% of the residents of Gurnee have a park within a 10-minute walk from their homes. This percentage is substantially higher than the national average of 55% and speaks highly to the District’s emphasis on park access and development.

Additional information about the “10-Minute Walk Program” can be found at: https://www.tpl.org.

1.2.3 TREE EQUITY

A Tree Equity Score is a method used by cities to evaluate how effectively they are providing fair access to tree canopy coverage for all residents. This score uses a combination of factors, such as the need for tree canopy coverage and the priority for planting trees in urban neighborhoods (which are defined by Census Block Groups). It is based on data related to tree canopy coverage, climate, demographics, and socioeconomics.

The score is calculated at the neighborhood (block) level and then aggregated to the municipal level to provide an overall assessment of the District's performance in delivering equitable tree canopy coverage.

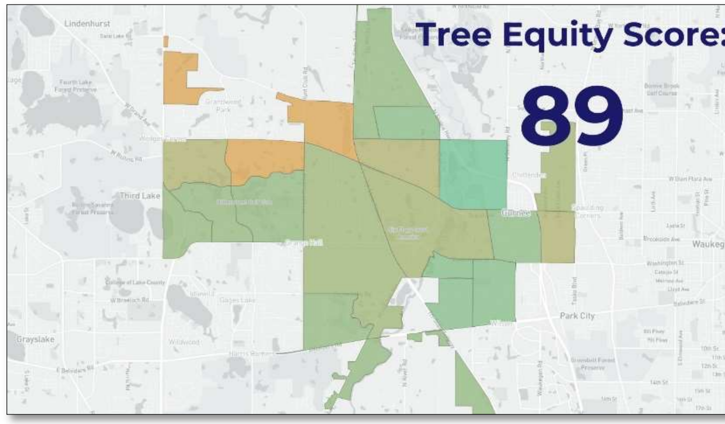

Figure 3: Tree Equity Score Map

Gurnee currently has a tree equity score of 89 which underscores the high canopy cover and equitable presence of shade structures and trees while identifying areas of opportunity. Of the 16 block groups in Gurnee:

- 0 have a tree equity score below 70 (highest priority).
- 2 have a tree equity score between 70-79 (high priority).
- 6 have a tree equity score between 80-89 (moderate priority).
- 10 have a tree equity score between 90-99 (low priority)
- 0 have a tree equity score of 100 (no priority)

Additional information regarding tree equity can be found at https://www.treeequityscore.org/.

NEXT PRACTICE PARTNERS

1.3 DEMOGRAPHICS

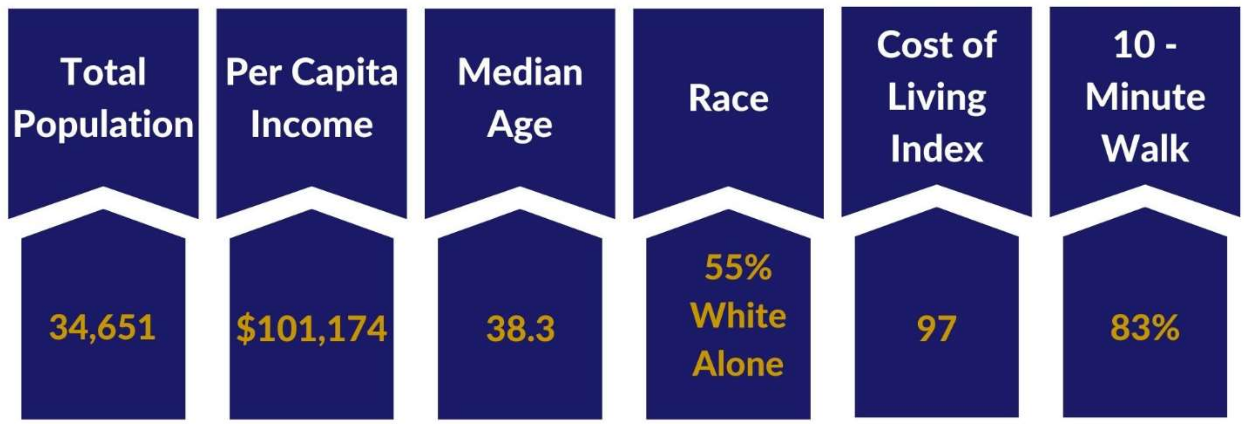

Figure 4: Demographic Overview Infographic

The Demographic Analysis report examines the characteristics of the District population including age segments, race, ethnicity, and income levels. It covers the entire population of the District and uses historical patterns to make future projections. It is possible that unforeseen circumstances during or after the time of the analysis could impact the validity of these projections.

1.3.1 METHODOLOGY

The analysis used demographic data from two sources: the U.S. Census Bureau and Environmental Systems Research Institute, Inc. (ESRI), a research and development organization specializing in Geographical Information Systems and population projections.

The data was obtained in July 2023 and reflects the actual numbers reported in the 2020 Census and information available as of July 2023. ESRI used this data to estimate the current population in 2023, as well as a 5-year projection for 2028. The consulting team used straight-line linear regression to forecast demographic characteristics for 10 and 15-year projections in 2033 and 2038.

DEMOGRAPHIC ANALYSIS BOUNDARY

The District boundaries shown below were used for the demographic analysis.

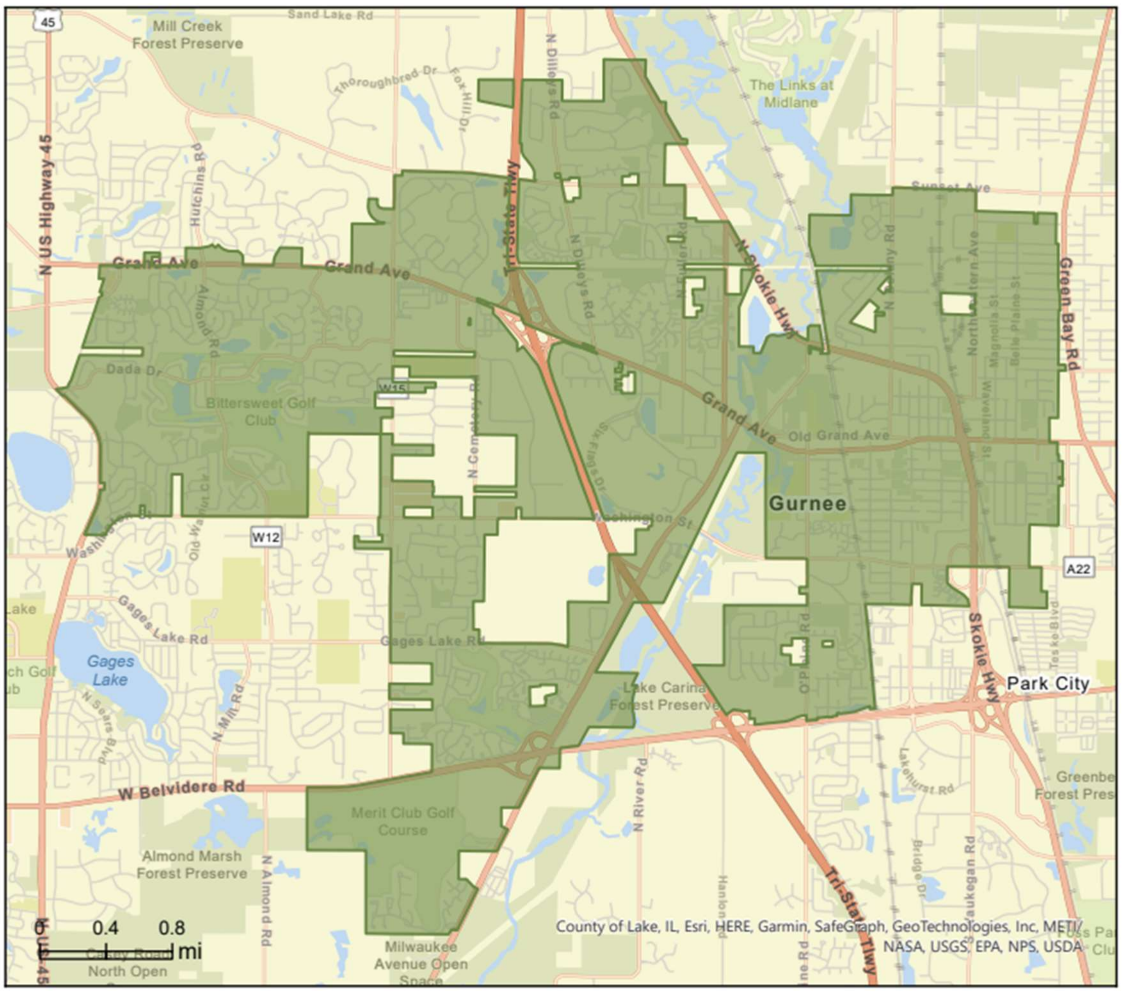

Figure 5: Gurnee Boundary Map

1.3.2 DISTRICT POPULACE

POPULATION

Population projections for the District suggest stability with minimal variations until 2038. Between the 2010 and 2020 Census, there was a slight rise in the number of residents. However, a modest decrease is estimated for 2023, with a continued gradual decrease expected up to 2038.

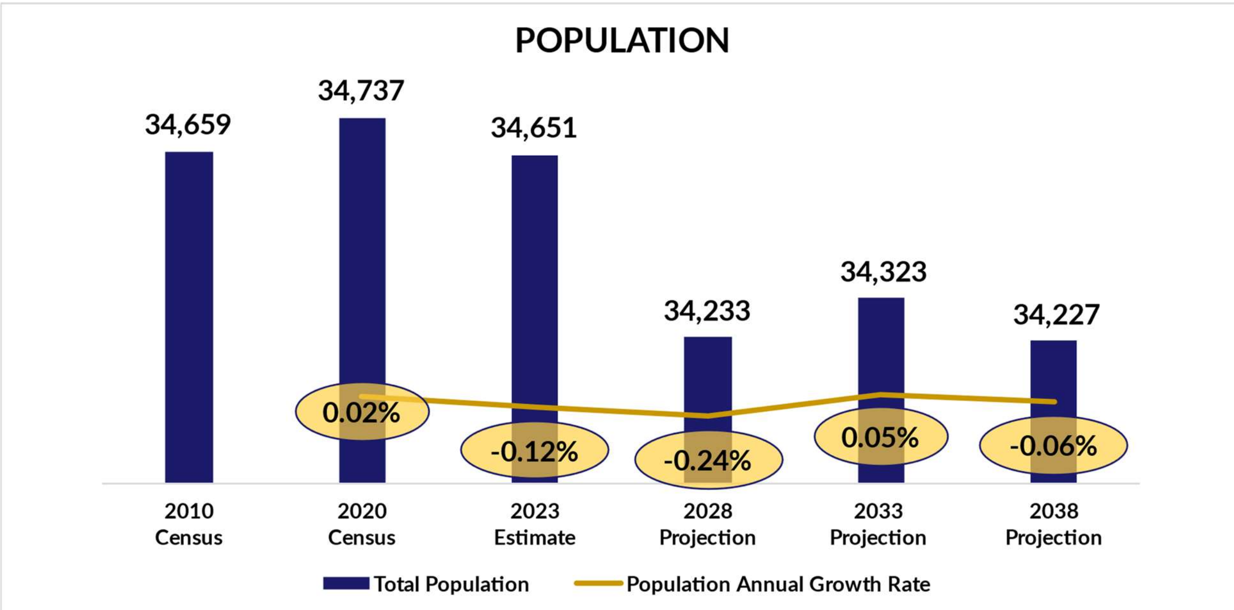

Figure 6: Population projections

1.3.3 AGE SEGMENT

The age distribution within the Gurnee Park District is projected to evolve over time. There are two key aging patterns with the young kids aging into teenage and young adults while middle aged adults aging into seniors and older adults.

From the 2010 Census to the 2038 Projection, there is an anticipated decrease in the proportion of the population under 17, from 28% to 19%. Conversely, the percentage of residents aged 18-34 is expected to see a gradual increase from 19% to 24%.

The segment of the population aged 35-54 is projected to decrease from 33% to 21%. Meanwhile, those in the 55-74 age bracket are expected to constitute a larger share, growing from 17% to 28% by 2038. Additionally, the oldest age segment, those 75 and over, is predicted to double from 4% to 8% during the same period.

These projections suggest an aging population in the District, with a notable increase in older age groups which are more active compared to previous generations. This will require a continued focus on activities and design leading from ADA access to pricing and communications strategies and more walkability.

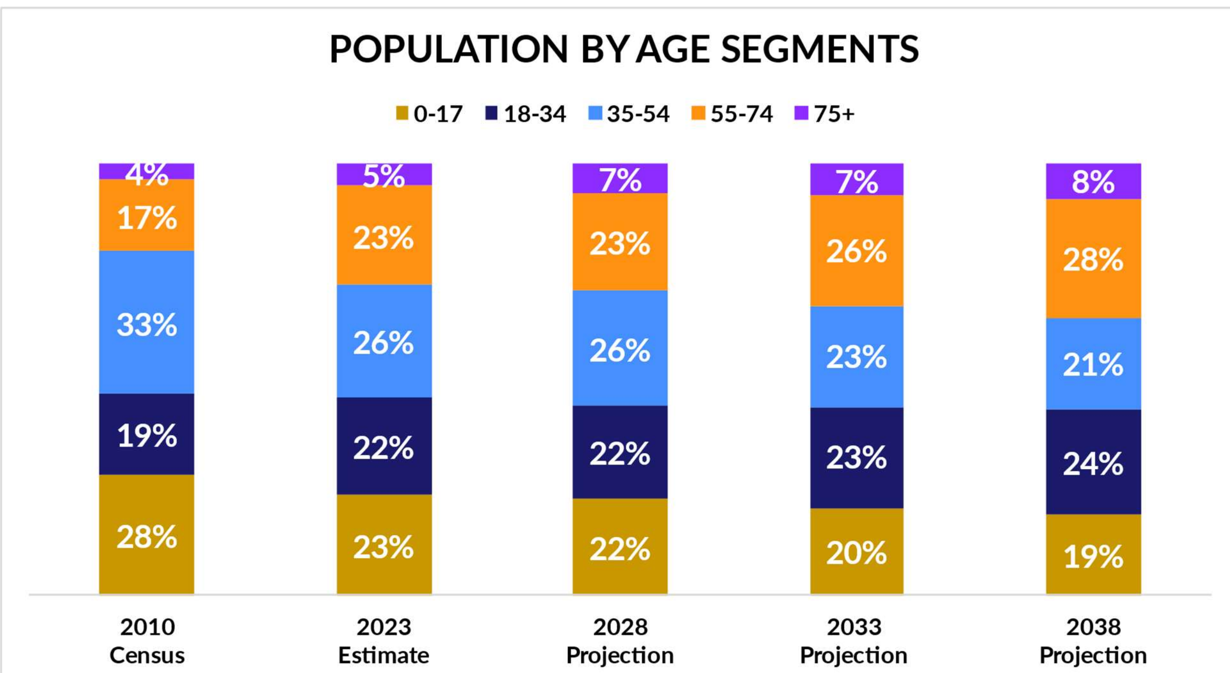

Figure 7: Population by age segment

RACE AND ETHNIDISTRICT DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) 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 or African American –** 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

Census states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups."

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black, or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed as separate from race throughout this demographic analysis.

1.3.4 RACE

As of 2023, the majority of the District's population is White Alone at 55%. However, future projections forecast a significant demographic shift by 2038, with the White Alone group expected to decrease to 39%, a drop of over 30% from the 2010 Census.

In parallel, the combined minority groups, which make up 45% in 2023, are projected to increase to 61% by 2038. This indicates a substantial move towards greater diversity, marking a notable change in the District's demographic landscape over the next 15 years. It will require additional focus on ensuring the staff composition reflects the community's demographics along with continuing to offer spaces, programs and events (e.g., cricket that is currently at Viking Park) that serve the different ethnic and cultural groups that call Gurnee home.

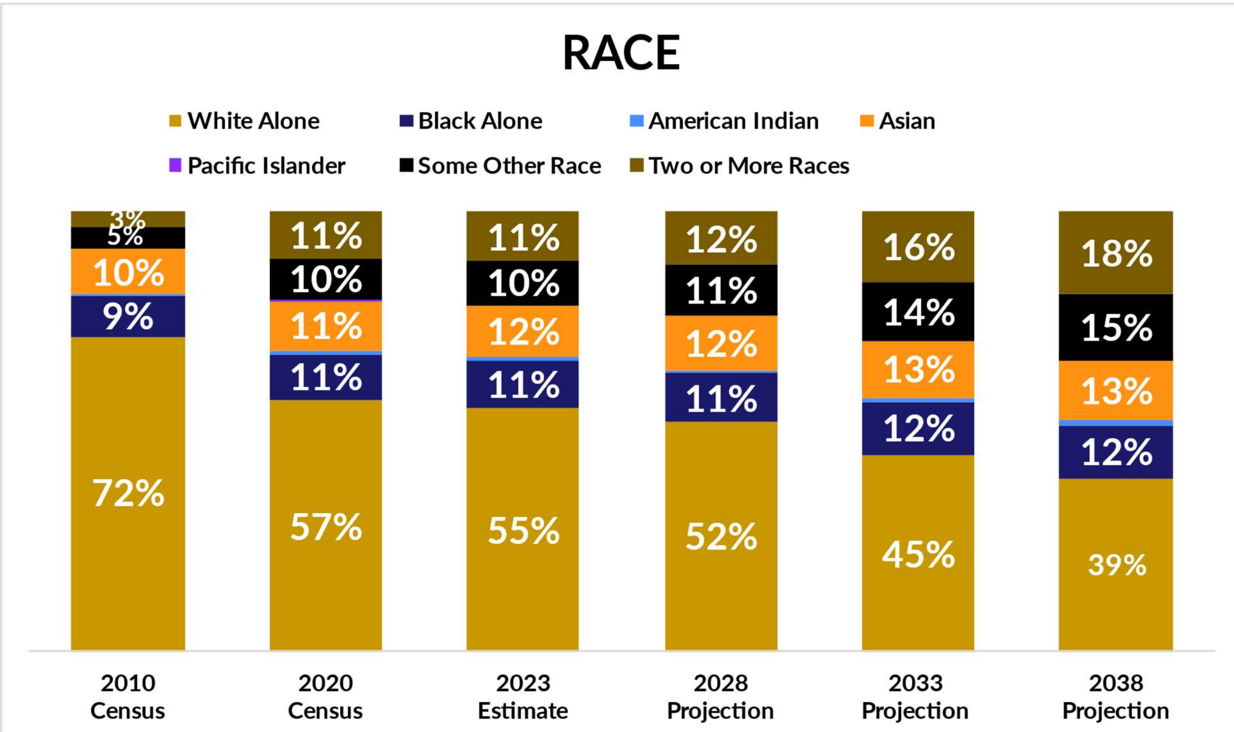

Figure 8: Population distribution by race

NEXT PRACTICE PARTNERS

1.3.5 ETHNICITY

The District's population was evaluated based on Hispanic/Latino ethnicity, which the Census Bureau views as separate from race. It is worth noting that individuals who identify as Hispanic/Latino may also belong to any of the racial categories mentioned earlier.

As per the current 2023 estimate, approximately 22% of the District's population consists of people who have Hispanic/Latino origin which is slightly higher than the national average of 18.9%. The Hispanic/Latino population has grown since 2010 and is projected to grow to 30% of the population in 2038.

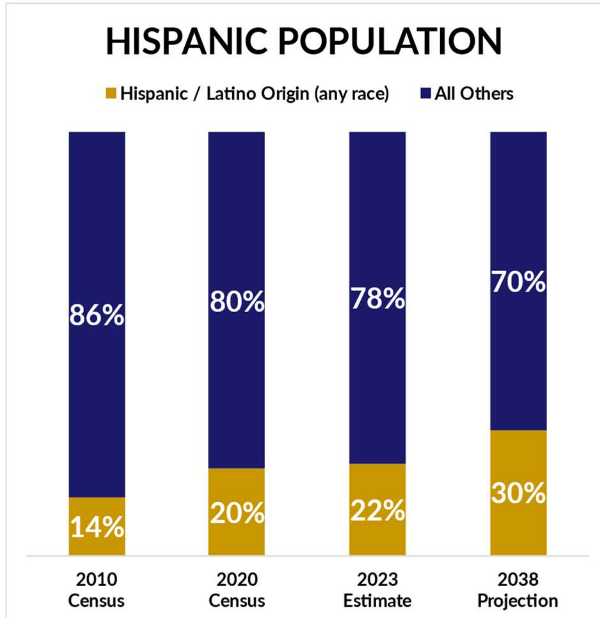

Figure 9: Hispanic Population

1.3.6 INCOME

The District has an impressive per capita income of $53,688, surpassing not only the state average ($42,864) and the national average ($40,363) but also reflecting a higher prosperity level compared to the prevailing norms in the country. Additionally, the median household income stands at $101,174, significantly outpacing both the state's median household income ($74,859) and the national median household income ($72,414).

This economic prowess signals the District's presence as home to an educated, professional and high income community that would have disposable income and would value high quality recreation experiences.

It is important to note that per capita income refers to the income earned by an individual, while median household income is calculated based on the total income of everyone over the age of sixteen living in the same household.

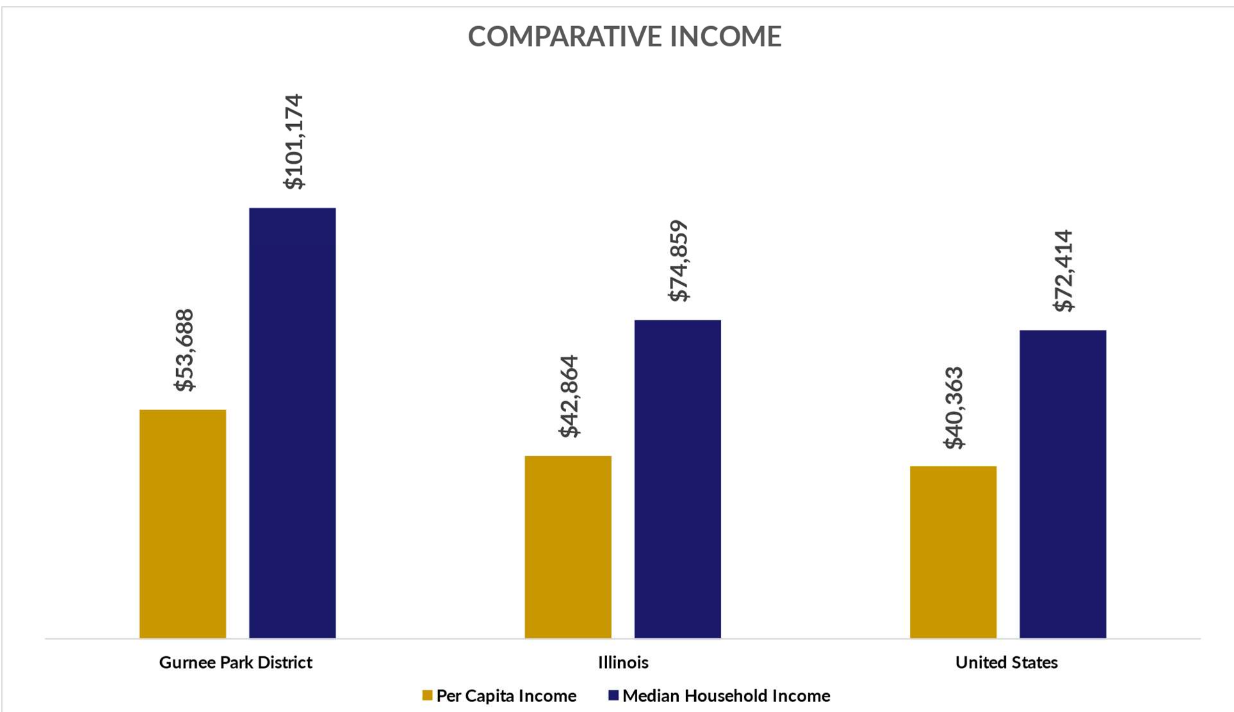

Figure 10: Income comparison

NEXT PRACTICE PARTNERS

1.3.7 AT RISK POPULATION CHARACTERISTICS

The Census Bureau has identified five “at-risk” factors, and the statistics below provide a comparative analysis of Gurnee against state and national averages in these categories. Gurnee has a marginally higher percentage of foreign-born residents at 15.4% compared to Illinois (14.1%) and the United States (13.6%). Gurnee also has a slightly higher percentage of residents who speak a language other than English at home (24.2%) relative to both Illinois (23.2%) and the national average (21.7%).

In terms of disability, Gurnee's population is at 7.7%, which is comparatively lower than the national average of 8.7% but slightly higher than Illinois' 7.5%. For health insurance coverage, Gurnee has a notably lower percentage of residents without health insurance (4.4%) compared to Illinois (8.2%) and the United States (9.8%).

Lastly, the proportion of persons in poverty in Gurnee stands at 4.7%, which is significantly lower than the corresponding figures for Illinois (12.1%) and the national average (11.6%). This data suggests that Gurnee is doing better in terms of poverty levels and health insurance coverage compared to the state and national levels, although it has a more linguistically diverse population.

2023 Demographic Comparison		Gurnee	Illinois	United States
At Risk Population Characteristics	Foreign Born	15.4%	14.1%	13.6%
	Language other Than English Spoken at Home	24.2%	23.2%	21.7%
	With a Disability	7.7%	7.5%	8.7%
	No Health Insurance	4.4%	8.2%	9.8%
	Persons in Poverty	4.7%	12.1%	11.6%

Figure 11: At-risk population comparison

1.4 RECREATIONAL TRENDS

The Trends Analysis offers insights into recreational trends at the national, regional, and local levels, as well as recreational interests segmented by age. This analysis utilizes data on trends sourced from the Sports & Fitness Industry Association (SFIA), the National Recreation and Park Association (NRPA), and the Environmental Systems Research Institute, Inc. (ESRI). The trends data used in this analysis is based on participation rates that are current or historical and NRPA Park Metrics.

1.4.1 LOCAL SPORT AND LEISURE MARKET POTENTIAL

ESRI provided the following charts depicting sports and leisure market potential data for Gurnee residents. The Market Potential Index (MPI) is utilized to measure probable demand for a product or service within defined service areas. MPI scores display the likelihood that an adult resident will partake in certain activities when compared to the national U.S. average. The activities that residents participate in do not necessarily have to be within the district's boundaries. The national average is set at 100, so scores below 100 indicate lower-than-average participation rates, while scores above 100 indicate higher-than-average participation rates. The service area is evaluated against the national average across four categories: general sports, fitness, outdoor activity, and commercial recreation.

It is important to note that MPI metrics represent only one data point used to help determine community trends. Programmatic decisions should not be solely based on MPI metrics.

The following charts compare MPI scores for 46 sport and leisure activities prevalent for residents in the District. The activities are grouped by type and listed in descending order, from highest to lowest MPI score. Index numbers of 100 or higher hold significance as they indicate a greater likelihood that residents within service areas will actively participate in those Department offerings. Conversely, below-average MPI scores suggest lower levels of participation in specific activities.

1.4.2 GENERAL SPORTS MARKET POTENTIAL

In the District, the MPI scores for all but one of the eight listed activities are at or above the national average MPI for General Sports. Among these activities, Football (97) holds the lowest MPI score. On the other hand, Tennis (124) claims the highest MPI score, closely followed by Volleyball (118) and Golf (116) in the top three positions.

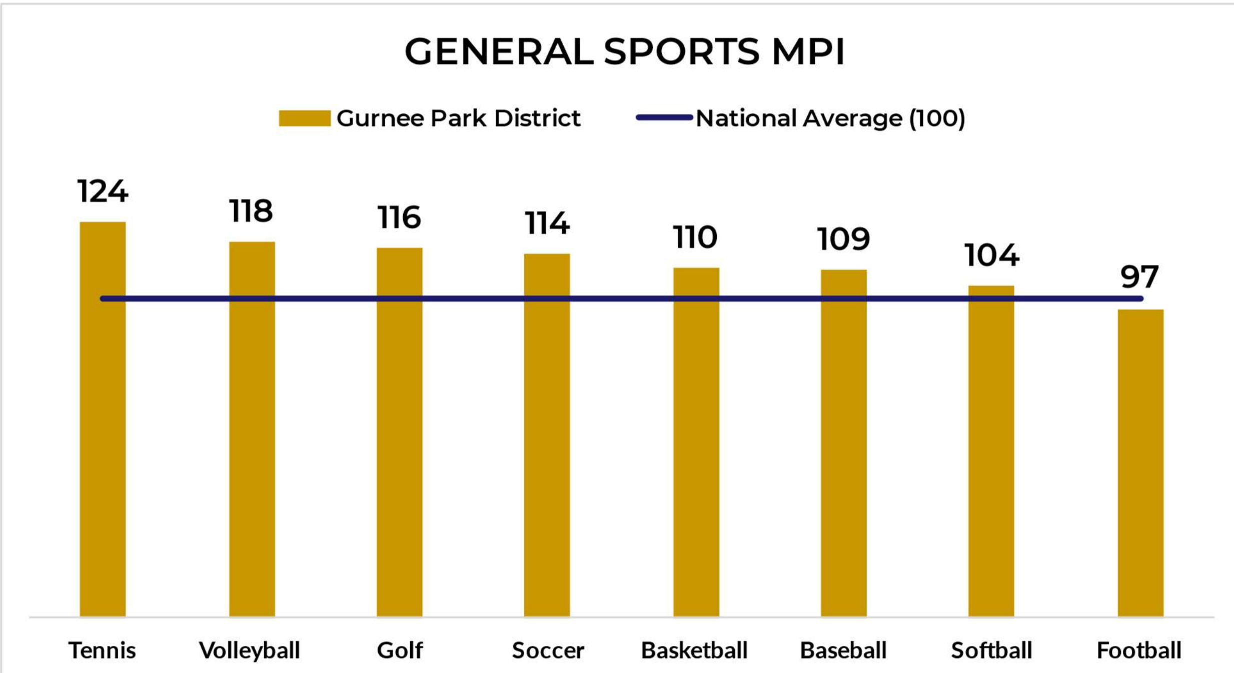

Figure 12: General Sports MPI

1.4.3 FITNESS

All the eight activities listed are above the national average MPI with Pilates (130) being the highest followed by Jogging/Running (126) and Aerobics (120). This is an encouraging sign for growing the District's fitness and exercise offerings at FitNation and beyond.

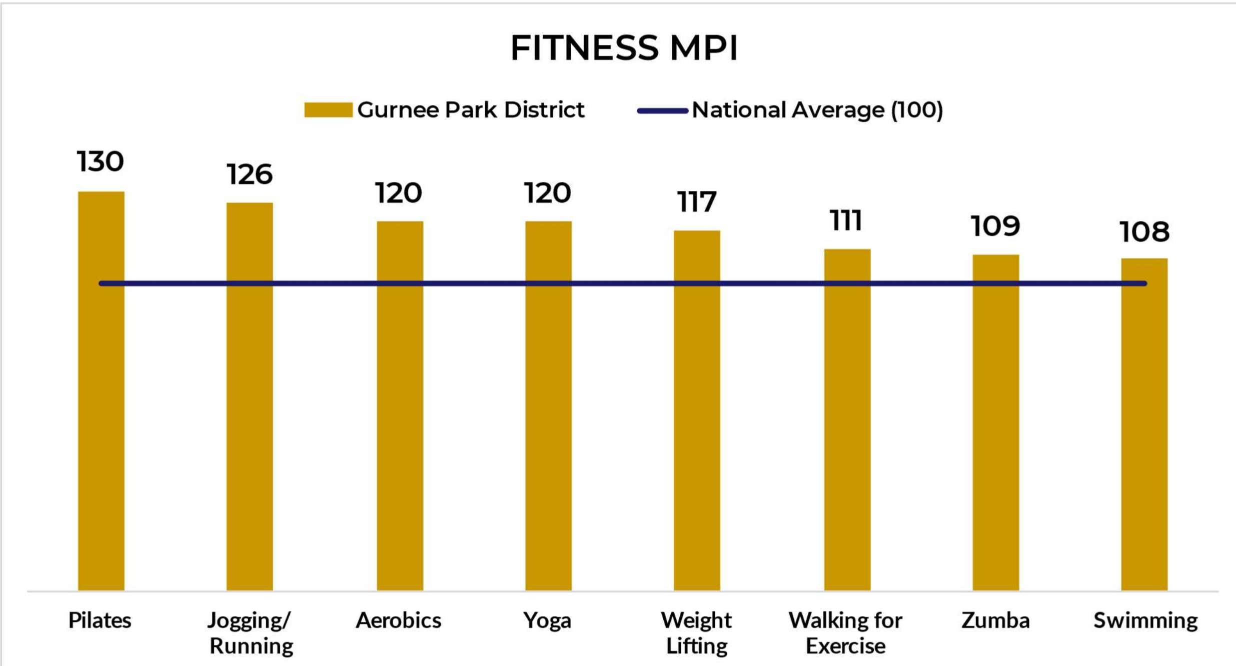

Figure 13: Fitness MPI

1.4.4 OUTDOOR ACTIVITY

Eight out of ten outdoor activities were above the national MPI score. Lead by Bicycling (mountain: 120 / road: 118) and followed by Hiking and Backpacking (117). The lowest MPI scores were Horseback Riding (94) and Fresh Water Fishing (92). It is important to note that these activities do not have to be undertaken by the population within the District's boundaries. It simply indicates that Gurnee residents are likely to participate in these activities.

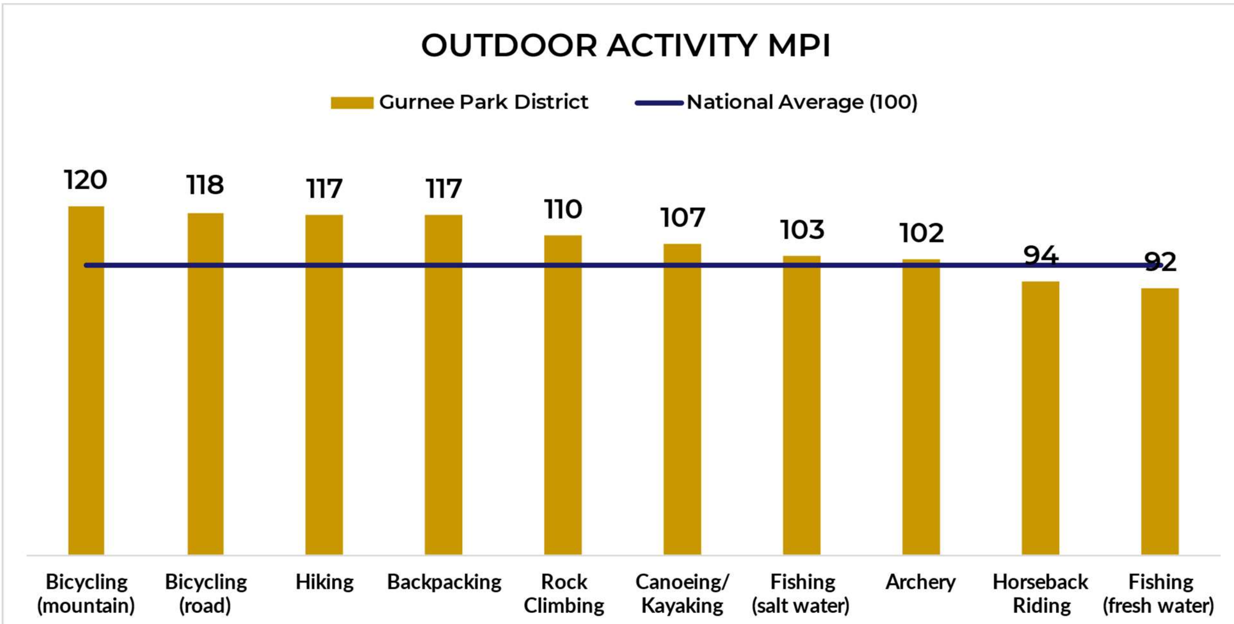

Figure 14: Outdoor Activity MPI

1.4.5 COMMERCIAL RECREATION

In Commercial Recreation, most activities have surpassed the national average. At the forefront, joining a book club scored 122 and attending live theater scored 118. Additionally, spending $250 or more on sports and recreational equipment, with an MPI of 115, indicates that residents are more inclined to invest in recreational gear compared to the national average.

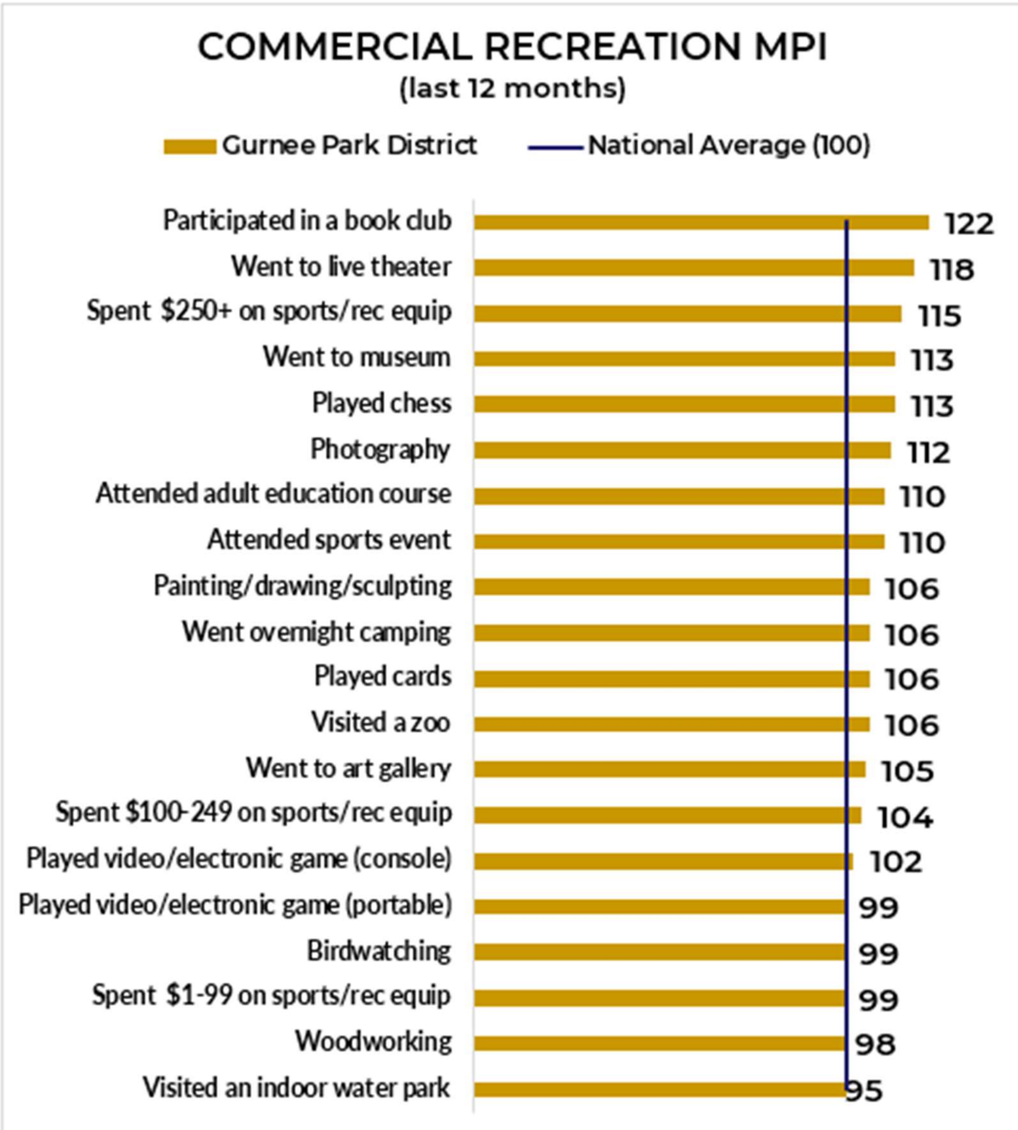

Figure 15: Commercial Recreation MPI

NEXT PRACTICE PARTNERS

1.4.6 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2023* was utilized to evaluate National Recreation Participatory Trends.

The methodology of this study is rooted in a nationwide survey conducted in the 2022 calendar year by Sports Marketing Surveys USA (SMS), under the supervision of the Sports & Fitness Industry Association (SFIA) and in collaboration with seven other sports industry associations comprising the Physical Activity Council (PAC). The study was conceptualized and deployed by Digital Research Inc. (DRI), with all supplementary data being credited to the joint research efforts of SFIA and SMS.

Throughout 2022, the study completed 18,000 online interviews involving a nationwide sample of individuals aged six and older. These participants were selected from proprietary online panels designed to be representative of the broader U.S. population. Strict quotas related to gender, age, income, region, and ethnicity were implemented to assure a balanced and representative sample.

The survey's robust sample size of 18,000 completed interviews facilitates a high degree of statistical accuracy. However, it's acknowledged that all surveys are subject to a standard error, which indicates the extent to which the results may differ from those acquired through a comprehensive census of the entire U.S. population. For instance, a sport with a participation rate of five percent exhibits a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

To further ensure the representation of the data, a weighting technique was employed. This adjusted the data to mirror the entire U.S. population aged six and above, utilizing variables such as gender, age, income, ethnicity, household size, region, and population density. The total population figure applied was 305,439,858 individuals aged six and older.

The study reports activity based on a rolling 12-month participation rate. Unless explicitly specified, all charts present data corresponding to U.S. populations aged six and over.

All category and activity names are those used by SFIA.

OVERALL PARTICIPATION IN THE U.S.

For the fifth year running, physical activity rates among Americans continued to rise. Specifically, 77.6% of all Americans, representing approximately 236.9 million individuals, took part in at least one activity during the year. This figure denotes a 9.2% increase compared to 2017, and a 1.9% rise compared to 2021. In essence, this means that 20 million more individuals participated in at least one physical activity annually compared to 2017, suggesting a growing prioritization of physical activity in American lifestyles.

Racquet sports experienced the most significant rise in participation in 2022, with a surge of 17.6% or about 8 million participants from the previous year. All racquet sports monitored by SFIA saw increased participation in 2022, with pickleball outpacing others with an 85.7% annual growth rate. Conversely, individual and winter sports were the only categories that didn't register increased participation in 2022.

Team sports rebounded from the sharp downturn they faced in 2020 due to the pandemic, with their participation rate climbing to 23.2% in 2022, almost reaching the 2019 level of 23.4%. In 2022, participation rates in water sports and outdoor sports similarly rose, comparable to the increases seen in team sports, while the fitness participation rate remained steady.

When comparing participation rates from 2013 to 2022, it's evident that physical activity has become a higher priority for Americans over the past decade. Every sports category saw an increase in participation rates, except for individual sports, which experienced a slight decrease from 43.3% to 41.3%. Fitness sports reported the largest growth in participation rate, rising from 60.1% in 2013 to 67.4% in 2022.

INACTIVITY IN THE U.S.

In a first since 2010, the number of totally inactive individuals in the U.S.—those not participating in any of the sports or activities monitored by SFIA—fell below 70 million. In 2022, the count of inactive individuals stood at 68.6 million or 22.4% of Americans, marking the fourth consecutive annual decrease.

A decline in inactivity was observed across all age groups, except for those aged 18-24 and 25-34. SFIA believes that the increase in inactivity within these groups might be due to significant life transitions such as attending college or starting a family, which were temporarily paused during the onset of the pandemic. Even though inactivity rates for these age groups have risen in 2022, they remain lower than their 2017 rates. Thus, every age group reported lower inactivity rates in 2022 compared to 2017.

Further positive news emerged when examining inactivity rates across income levels. Every income level saw a reduction in inactivity rates of more than 3% in 2022, with the most substantial decrease of 5.2% occurring within the $25k-$49,999 income bracket. Similar to the age group analysis, every income category in 2022 registered lower inactivity rates than in 2017. This trend indicates a growing number of Americans are prioritizing and investing in physical activity (and have better access to opportunities for participation) compared to previous years.

1.4.7 NATIONAL PARTICIPITATION

FITNESS TRENDS

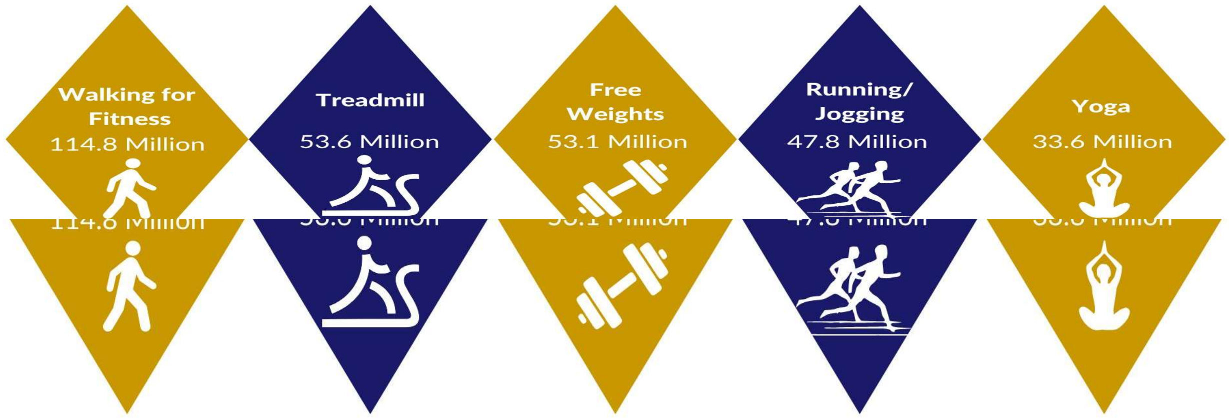

Figure 16: Top national fitness activities by participation

The most popular fitness activity was Walking for Fitness, with 114.8 million participants, though it experienced a small decrease of 0.9% from the previous year. Despite this, it showed a 3% increase in participation over the last three years. The second most popular activity, Treadmill exercising, had around 53.6 million participants, which was largely stable from 2021, but showed a decrease of 5.7% since 2019.

Free Weights (Dumbbells/Hand Weights) also experienced growth in 2022, with approximately 53.1 million participants. This represents a 1% increase from 2021 and a 3.3% increase over three years. Meanwhile, Yoga and Pilates Training showed significant growth over the three years with an increase of 10.4% and 11.6% respectively.

The most significant three-year decreases were observed in Cross-Training Style Workouts and Group Stationary Cycling, with a decrease of 31.7% and 36.9% respectively. Despite some decreases, many fitness activities maintained or increased their number of participants, indicating an ongoing interest in physical fitness among Americans.

FITNESS PARTICIPANTS	2019	2020	2021	2022	1-year change	3-year change
Walking for Fitness	111,439	114,044	115,814	114,759	-0.9%	3.0%
Treadmill	56,823	49,832	53,627	53,589	-0.1%	-5.7%
Free Weights (Dumbbells/Hand Weights)	51,450	53,256	52,636	53,140	1.0%	3.3%
Running/Jogging	50,052	50,652	48,977	47,816	-2.4%	-4.5%
Yoga	30,456	32,808	34,347	33,636	-2.1%	10.4%
Stationary Cycling (Recumbent/Upright)	37,085	31,287	32,453	32,102	-1.1%	-13.4%
Weight/Resistance Machines	36,181	30,651	30,577	30,010	-1.9%	-17.1%
Free Weights (Barbell)	28,379	28,790	28,243	28,678	1.5%	1.1%
Elliptical Motion/Cross-Trainer	33,056	27,920	27,618	27,051	-2.1%	-18.2%
Swimming for Fitness	28,219	25,666	25,620	26,272	2.5%	-6.9%
Dance, Step & Other Choreographed Exercise to Music	23,957	25,160	24,752	25,163	1.7%	5.0%
Bodyweight Exercise & Accessory-Assisted Training	23,504	22,845	22,629	22,034	-2.6%	-6.3%
High Impact/Intensity Training	22,044	22,487	21,973	21,821	-0.7%	-1.0%
Kettlebells	12,857	13,576	13,557	13,694	1.0%	6.5%
Rowing Machine	12,809	11,694	11,586	11,893	2.6%	-7.2%
Stair-Climbing Machine	15,359	11,261	11,786	11,677	-0.9%	-24.0%
Aquatic Exercise	11,189	10,954	10,400	10,676	2.6%	-4.6%
Pilates Training	9,243	9,905	9,745	10,311	5.8%	11.6%
Cross-Training Style Workouts	13,542	9,179	9,764	9,248	-5.3%	-31.7%
Stationary Cycling (Group)	9,930	6,054	5,939	6,268	5.5%	-36.9%
Cardio Kickboxing	7,026	5,295	5,099	5,531	8.5%	-21.3%
Boot Camp Style Training	6,830	4,969	5,169	5,192	0.4%	-24.0%
Barre	3,665	3,579	3,659	3,803	3.9%	3.8%
Tai Chi	3,793	3,300	3,393	3,394	0.0%	-10.5%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 17: National fitness participation

NEXT PRACTICE PARTNERS

TEAM SPORTS TRENDS

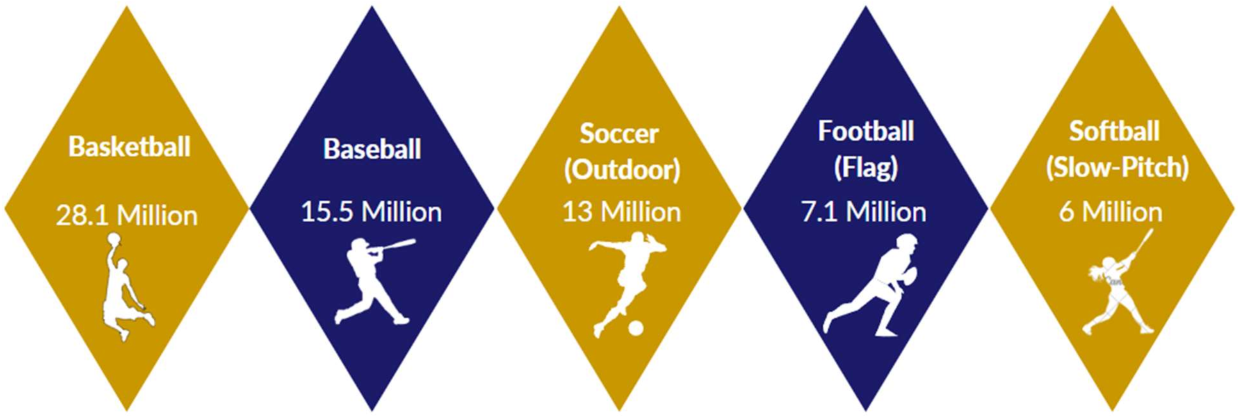

Figure 18: Top national team sport activities by participation

Basketball continued to lead in team sports participation with over 28.1 million participants, marking a 3.7% increase from 2021 and an impressive 13% increase over the past three years. Baseball and outdoor soccer followed, with approximately 15.5 million and 13 million participants respectively. While baseball saw a slight decrease of 0.7% in the past year, and a 2.1% decrease over the past three years, outdoor soccer saw a healthy 3.7% increase from the previous year and 9.3% over three years.

Among other notable sports, gymnastics exhibited the most substantial growth from 2021 to 2022, with a 7% increase in participants, bringing the total to approximately 4.6 million. Conversely, rugby had the most significant drop with a 5.8% decrease from the previous year and a steep 16.2% decrease over the last three years.

Overall, despite some declines, many team sports either sustained or increased their participation numbers in 2022, underlining the continued popularity of these activities.

TEAM SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Basketball	24,917	27,753	27,135	28,149	3.7%	13.0%
Baseball	15,804	15,731	15,587	15,478	-0.7%	-2.1%
Soccer (Outdoor)	11,913	12,444	12,556	13,018	3.7%	9.3%
Football (Flag)	6,783	7,001	6,889	7,104	3.1%	4.7%
Volleyball (Court)	6,487	5,410	5,849	6,092	4.2%	-6.1%
Softball (Slow-Pitch)	7,071	6,349	6,008	6,036	0.5%	-14.6%
Soccer (Indoor)	5,336	5,440	5,408	5,495	1.6%	3.0%
Football (Touch)	5,171	4,846	4,884	4,843	-0.8%	-6.3%
Gymnastics	4,699	3,848	4,268	4,569	7.0%	-2.8%
Volleyball (Beach/Sand)	4,400	4,320	4,184	4,128	-1.3%	-6.2%
Track and Field	4,139	3,636	3,587	3,690	2.9%	-10.8%
Cheerleading	3,752	3,308	3,465	3,507	1.2%	-6.5%
Swimming on a Team	2,822	2,615	2,824	2,904	2.9%	2.9%
Volleyball (Grass)	3,136	2,738	2,807	2,829	0.8%	-9.8%
Paintball	2,881	2,781	2,562	2,592	1.2%	-10.0%
Ice Hockey	2,357	2,270	2,306	2,278	-1.3%	-3.4%
Softball (Fast-Pitch)	2,242	1,811	2,088	2,146	2.8%	-4.3%
Ultimate Frisbee	2,290	2,325	2,190	2,142	-2.2%	-6.5%
Wrestling	1,944	1,931	1,937	2,036	5.1%	4.7%
Lacrosse	2,115	1,884	1,892	1,875	-0.9%	-11.4%
Roller Hockey	1,616	1,500	1,425	1,368	-4.0%	-15.3%
Rugby	1,392	1,242	1,238	1,166	-5.8%	-16.2%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 19: National team sports participation

INDIVIDUAL ACTIVITY TRENDS

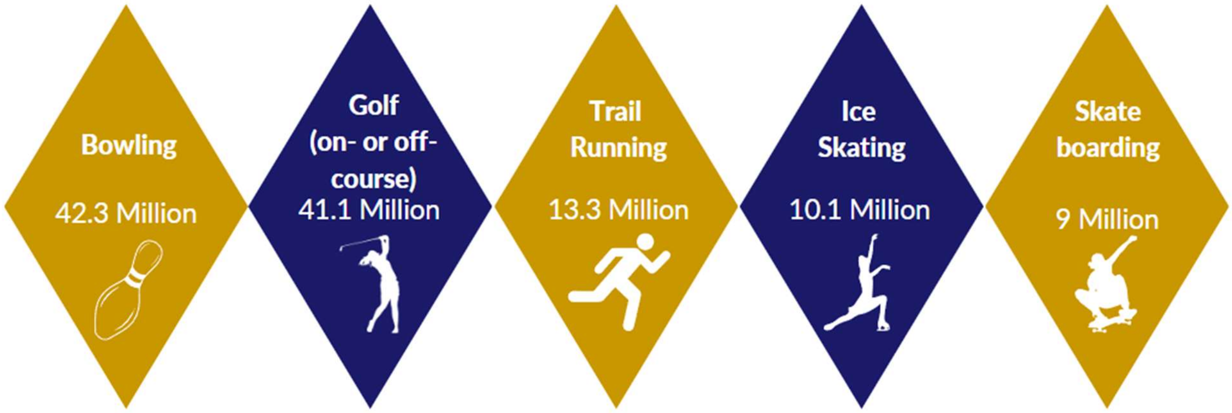

Figure 20: Top national individual activities by participation

Individual sports activities demonstrated diverse trends in participation rates. Bowling remained popular, with over 42.2 million participants, marking a 1.5% increase from the previous year. However, golf, both on and off-course, stole the limelight with significant growth rates. On or off-course golf combined experienced a substantial 9.7% increase from 2021, with over 41 million participants, underpinned by a massive 25.7% increase in off-course golf participation (driving range, golf entertainment venue, indoor simulator) that skyrocketed to about 15.5 million participants.

Skateboarding also showed strong growth, with a 3.1% increase from 2021 and a substantial 36.4% growth over three years, bringing its total to just over 9 million participants. Meanwhile, trail running and ice skating saw considerable growth of 5.9% and 6.4% from 2021, respectively.

On the contrary, adventure racing experienced a decrease in participation, dropping by 6.1% from 2021 and 20% over three years. Traditional road triathlons also suffered a decline, with an 11% decrease in participants over the past three years.

INDIVIDUAL ACTIVITY PARTICIPANTS	2019	2020	2021	2022	1-year change	3-year change
Bowling	45,372	40,143	41,666	42,292	1.5%	-6.8%
Golf (on- or off-course)	34,176	36,861	37,473	41,096	9.7%	20.2%
Trail Running	10,997	11,854	12,520	13,253	5.9%	20.5%
Ice Skating	9,460	9,857	9,481	10,086	6.4%	6.6%
Skateboarding	6,610	8,872	8,747	9,019	3.1%	36.4%
Archery	7,449	7,249	7,342	7,428	1.2%	-0.3%
Horseback Riding	6,990	6,748	6,919	7,309	5.6%	4.6%
Roller Skating (2x2 Wheels)	6,612	6,160	6,373	6,810	6.9%	3.0%
Martial Arts	6,068	6,064	6,186	6,355	2.7%	4.7%
Boxing for Fitness	5,198	5,230	5,237	5,472	4.5%	5.3%
Roller Skating (Inline Wheels)	4,816	4,892	4,940	5,173	4.7%	7.4%
MMA for Fitness	2,405	2,445	2,339	2,524	7.9%	5.0%
Triathlon (Traditional/Road)	2,001	1,846	1,748	1,780	1.8%	-11.0%
Adventure Racing	2,143	1,966	1,826	1,714	-6.1%	-20.0%
Triathlon (Non-Traditional/Off Road)	1,472	1,363	1,304	1,350	3.5%	-8.2%
MMA for Competition	978	979	1,026	1,076	4.9%	10.1%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 21: National individual activity participation

OUTDOOR ACTIVITY TRENDS

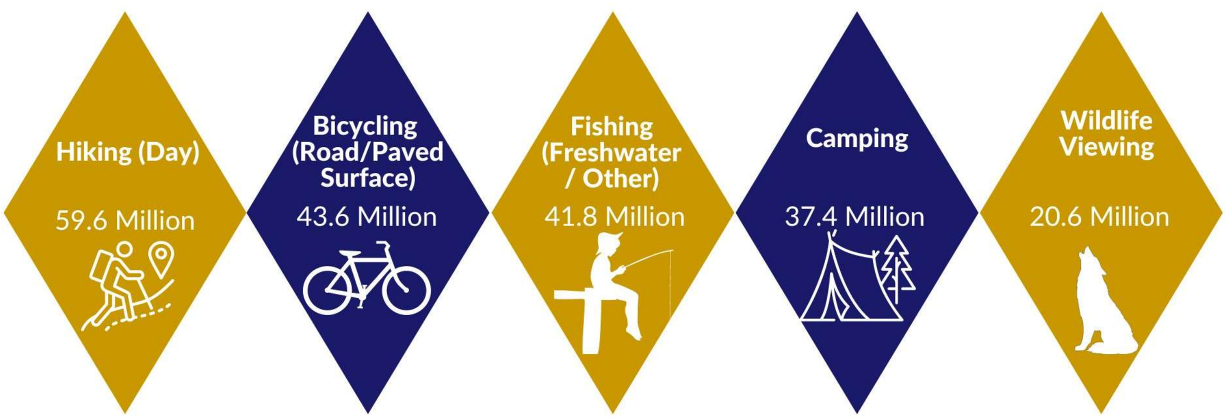

Figure 22: Top national outdoor activities by participation

Outdoor activities experienced a surge in participation. Hiking continued to lead with a 1.5% yearly and a 19.9% three-year increase, with nearly 59.6 million participants. Bicycling on paved surfaces and freshwater fishing also grew by 1.8% and 2.4% respectively. Camping saw a considerable 4.0% annual growth, and birdwatching and saltwater fishing increased by 6.8% and 4.0% respectively.

However, target shooting with handguns and rifles experienced a decrease, as did overnight backpacking. BMX bicycling and sport/boulder climbing reported significant growth rates of 8.3% and 6.6% respectively, underscoring a strong interest in outdoor activities despite some downturns.

OUTDOOR ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Hiking (Day)	49,697	57,808	58,697	59,578	1.5%	19.9%
Bicycling (Road/Paved Surface)	39,388	44,471	42,775	43,554	1.8%	10.6%
Fishing (Freshwater/Other)	39,185	42,556	40,853	41,821	2.4%	6.7%
Camping	28,183	36,082	35,985	37,431	4.0%	32.8%
Wildlife Viewing	20,040	21,038	20,452	20,615	0.8%	2.9%
Camping (RV)	15,426	17,825	16,371	16,840	2.9%	9.2%
Birdwatching	12,817	15,228	14,815	15,818	6.8%	23.4%
Fishing (Saltwater)	13,193	14,527	13,790	14,344	4.0%	8.7%
Target Shooting (Handgun)	14,579	14,253	13,952	13,303	-4.6%	-8.8%
Target Shooting (Rifle)	13,197	12,728	12,388	12,044	-2.8%	-8.7%
Hunting (Rifle)	11,084	11,098	10,762	10,811	0.5%	-2.5%
Backpacking Overnight	10,660	10,746	10,306	10,217	-0.9%	-4.2%
Bicycling (Mountain/Non-Paved Surface)	8,622	8,998	8,693	8,916	2.6%	3.4%
Fishing (Fly)	7,014	7,753	7,458	7,631	2.3%	8.8%
Hunting (Shotgun)	8,083	7,874	7,627	7,628	0.0%	-5.6%
Climbing (Indoor)	5,309	5,535	5,684	5,778	1.7%	8.8%
Hunting (Bow)	4,628	4,656	4,577	4,739	3.5%	2.4%
Shooting (Sport Clays)	4,852	4,699	4,618	4,718	2.2%	-2.8%
Bicycling (BMX)	3,648	3,880	3,861	4,181	8.3%	14.6%
Shooting (Trap/Skeet)	4,057	3,837	3,750	3,739	-0.3%	-7.8%
Hunting (Handgun)	3,015	2,998	2,900	2,993	3.2%	-0.8%
Climbing (Sport/Boulder)	2,183	2,290	2,301	2,452	6.6%	12.3%
Climbing (Traditional/Ice/Mountaineering)	2,400	2,456	2,374	2,452	3.3%	2.1%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 23: National outdoor activity participation

RACQUET SPORT TRENDS

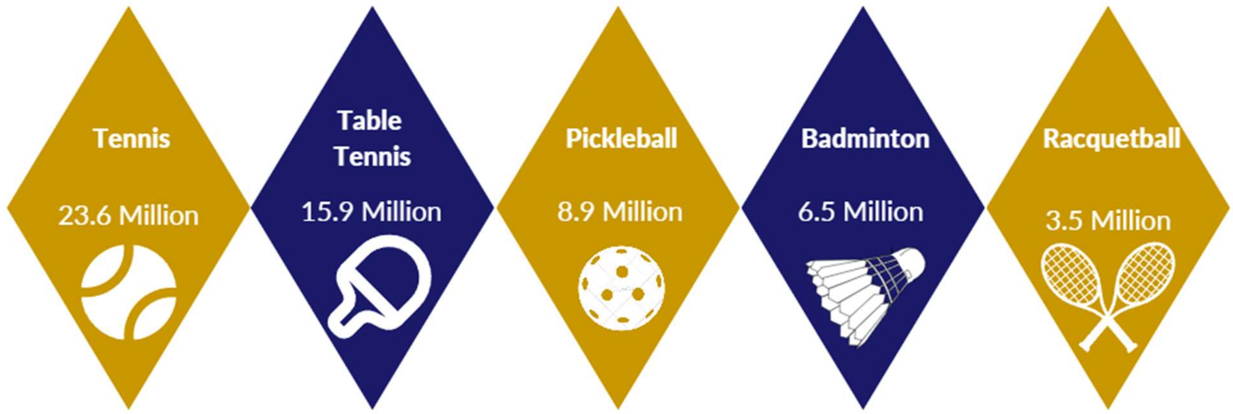

Figure 24: Top national racquet sports by participation

Racquet sports saw a continued upward trend in participation in 2022, with tennis at the forefront, with around 23.6 million participants and marking a 4.3% increase from 2021. This sport also witnessed a significant three-year growth rate of 33.4%.

An even more impressive growth rate was found in pickleball, which experienced an incredible 85.7% increase from 2021, and a stunning 158.6% increase over three years, reflecting its rapidly growing popularity. Meanwhile, other sports like table tennis and badminton also experienced growth in 2022, with 2.8% and 7.1% increases from the previous year respectively.

Racquetball and cardio tennis showed a similar positive trend with 8.0% and 7.8% growth rates from 2021, respectively. Despite its lower participation numbers compared to other racquet sports, squash saw a modest increase of 3.6% from 2021, showing signs of sustained interest. Overall, the data suggests a robust growth in the popularity of racquet sports in 2022.

RACQUET SPORTS PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Tennis	17,684	21,642	22,617	23,595	**4.3%**	**33.4%**
Table Tennis	14,908	16,854	15,390	15,824	**2.8%**	**6.1%**
Pickleball	3,460	4,199	4,819	8,949	**85.7%**	**158.6%**
Badminton	6,095	5,862	6,061	6,490	**7.1%**	**6.5%**
Racquetball	3,453	3,426	3,260	3,521	**8.0%**	**2.0%**
Cardio Tennis	2,501	2,503	2,608	2,812	**7.8%**	**12.4%**
Squash	1,222	1,163	1,185	1,228	**3.6%**	**0.5%**
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 25: National racquet sport participation

WATER ACTIVITY TRENDS

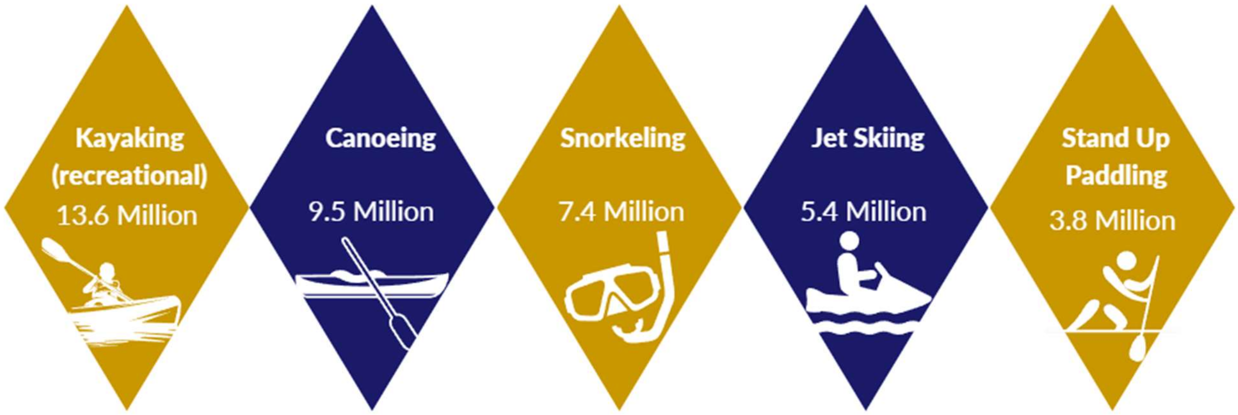

Figure 26: Top national water activities by participation

In 2022, participation in water sports grew. Recreational kayaking was the favorite, drawing 13.56 million participants, up by 1.6% from 2021, and showing a significant three-year growth of 19.1%.

Popularity of canoeing and jet skiing also rose in 2022, attracting about 9.52 million and 5.44 million people respectively, increasing by 3.5% and 7.6% from 2021.

Surfing remained popular, showing a 6.6% increase from 2021 and a sizable 24.6% growth over three years. Stand-up paddling and white-water kayaking saw smaller growth, with increases of 1.0% and 3.9% respectively from 2021.

The number of people sailing, rafting, and wakeboarding also rose in 2022, with rafting showing a significant 6.3% growth. However, water skiing saw a slight dip of 0.6%. Scuba diving bounced back from a decline with a 7.3% rise in 2022, despite a small overall three-year decrease of 2.1%.

WATER ACTIVITY PARTICIPANTS						
	2019	2020	2021	2022	1-year change	3-year change
Kayaking (Recreational)	11,382	13,002	13,351	13,561	1.6%	19.1%
Canoeing	8,995	9,595	9,199	9,521	3.5%	5.9%
Snorkeling	7,659	7,729	7,316	7,376	0.8%	-3.7%
Jet Skiing	5,108	4,900	5,062	5,445	7.6%	6.6%
Stand Up Paddling	3,562	3,675	3,739	3,777	1.0%	6.0%
Surfing	2,964	3,800	3,463	3,692	6.6%	24.6%
Sailing	3,618	3,486	3,463	3,632	4.9%	0.4%
Rafting	3,438	3,474	3,383	3,595	6.3%	4.5%
Water Skiing	3,203	3,050	3,058	3,040	-0.6%	-5.1%
Wakeboarding	2,729	2,754	2,674	2,754	3.0%	0.9%
Kayaking (White Water)	2,583	2,605	2,623	2,726	3.9%	5.5%
Scuba Diving	2,715	2,588	2,476	2,658	7.3%	-2.1%
Kayaking (Sea/Touring)	2,652	2,508	2,587	2,642	2.1%	-0.4%
Boardsailing/Windsurfing	1,405	1,268	1,297	1,391	7.3%	-0.9%
NOTE: Participation numbers are in 000's for the US population ages 6 and over						
Legend:	Large Increase (greater than 10%)	Moderate Increase (0% to 10%)	Moderate Decrease (0% to -10%)	Large Decrease (less than -10%)		

Figure 27: National water activity participation

1.4.8 SUMMARY

- **Group Fitness:** Participation in group fitness-based activities continued to struggle but showed some signs of recovery. Boot camp style training, cardio kickboxing, and stationary cycling (group) all increased participation in 2022 but are still significantly down from their 2019 numbers.
- **Health Clubs:** Health club-based activities continued to struggle. Elliptical motion/cross-trainer, stair-climbing machine, stationary cycling (recumbent/upright), and weight resistance machines all had participation decreases last year and are down over 10% compared to 2019 numbers.
- **Golf (on or off-course)**: Golf continues to maintain its momentum. Golf (on or off-course) increased by 9.7 % last year and all forms of golf overall have grown over 20% since 2019. This overall growth is largely driven by off-course golf entertainment options such as indoor simulated driving ranges and Top Golf.
- **Outdoor Recreation:** Camping, fishing, and bicycling activities recovered to 2020 participation levels after showing slight decreases in 2021.
- **Personal Combat Sports:** Personal combat sports had a good year. Martial Arts, boxing for fitness, MMA for competition, MMA for fitness, and wrestling all posted participation increases in 2022.
- **Racquet Sports:** For the first time since 2015, every racquet sport increased its total participation number compared to the previous year.
    - Pickleball continued to be the fastest-growing sport in America. Participation almost doubled in 2022, increasing by 85.7% year-over-year and by an 158.6% over three years.
    - Tennis increased by 4.3% last year and has grown over 20% since 2019.
- **Running and Hiking:** For the fifth straight year, trail running and hiking (day) total participation increased.
- **Team Sports:** Basketball, soccer (outdoor), football (flag), and football (tackle) all posted positive three-year total participation increases of over 4.5%. Basketball had the highest three-year increase of 13.0%.
- **Yoga, Barre and Pilates:** Barre and Pilates showed solid participation increases in 2022, while yoga decreased for the first time in the last decade. All have three-year participation increases with yoga and Pilates increasing over 10% in the last three years.

1.5 KEY TAKEAWAYS - OVERALL

1.5.1 LIVABILITY AND ACCESS

Cost of Living: The cost of living in Gurnee is slightly below the US national average but higher than the state of Illinois, with a cost-of-living index of 97. Notably, expenses related to groceries, healthcare, and housing are higher in Gurnee than in Illinois, while transportation costs are lower.

Public Space & Tree Equity: Gurnee performs well in terms of access to public spaces, with 83% of residents living within a 10-minute walk of a park, significantly higher than the national average of 55%. The Tree Equity Score for Gurnee is 89, suggesting mostly equitable access to tree canopy coverage across the district.

1.5.2 DEMOGRAPHICS

Population & Age: The population in Gurnee is stable with slight variations projected until 2038. An aging trend is noted, with a decrease in the younger population under 17 and an increase in older age groups, particularly those aged 55-74 and 75+.

Race & Ethnicity: There is a demographic shift towards greater diversity with a decreasing White Alone population (from 55% in 2023 to a projected 39% in 2038) and increasing minority groups, which are projected to rise from 45% to 61% by 2038. The Hispanic/Latino population is also growing, projected to reach 30% by 2038.

Income: The District has a high per capita income of $53,688 and a median household income of $101,174, both surpassing state and national averages.

At-Risk Populations: Gurnee has a higher percentage of foreign-born residents and those who speak a language other than English at home (one out of four residents) compared to Illinois and national averages. The percentage of residents with disabilities is slightly higher than Illinois but lower than the national average. Gurnee has a lower percentage of residents without health insurance and a significantly lower percentage of persons in poverty.

1.5.3 LOCAL RECREATIONAL TRENDS

Recreational Activity Participation: Gurnee residents participate more in general sports like Tennis, Volleyball, and Golf than the national average. For fitness activities, Pilates, Jogging/Running, and Aerobics have high participation. Outdoor activities like Bicycling and Hiking are also popular, with scores above the national average.

Recreational Spending: Residents of Gurnee are more inclined to spend on recreational activities and equipment, as indicated by high MPI scores for spending $250 or more on sports and recreational equipment. Participation in book clubs and live theater also score high, suggesting that recreational spending in Gurnee is robust.