

Market Potential for Adult Participation

Summary (Data from Similar Community Scarborough and their 2024 recreation study)

| Adults participated in: | Expected Number of Adults | Percent of Population | MPI |
|-------------------------|---------------------------|-----------------------|-----|
| Aerobic Exercise | 1,808 | 9.4% | 113 |
| Baseball | 496 | 2.6% | 101 |
| Basketball | 1,016 | 5.3% | 93 |
| Bicycle Riding | 2,879 | 15.0% | 125 |
| Exercise Walking | 7,666 | 40.1% | 118 |
| Pilates | 626 | 3.3% | 117 |
| Running/Jogging | 2,293 | 12.0% | 106 |
| Softball | 316 | 1.7% | 101 |
| Swimming | 3,338 | 17.4% | 116 |
| Table Tennis/Ping Pong | 774 | 4.0% | 117 |
| Volleyball | 415 | 2.2% | 92 |
| Weightlifting | 3,144 | 16.4% | 116 |
| Yoga | 2,548 | 13.3% | 122 |

Expected # of Adults:

Number of adults, 18 years of age and older, participating in the activity.

Participation Summary

The table above indicates that the overall propensity for adults to participate in activities is greater than the national number of 100. In many cases, when a participation number is lower than the National number, this is due to a lack of facilities or an inability to pay for services and programs. It is also safe to assume that active adults will lead to active children.

This data comes from the National Sporting Goods Association and the Town of Scarborough Recreation Study. Both Towns have certain similar characteristics which create a unique participation percentage based on the demographics. The above data is for over the age of 7. The following chart gives the unique average, and market for participation for activities in the years 2020, 2023, 2028 based on analysis using Scarborough data.

The age distribution in the Town of Windham is such that 22.8% is under the age of 18 and 44.2% is over the age of 55 in the Windham Area. These are two age groups that will be significant users of fitness, sports and aquatic programs and services.