

THE 2010 LEISURE MARKET RESEARCH HANDBOOK

December 2009; 390 pages; ISBN# 1-57783-145-4

- 1 MARKET ASSESSMENT**
 - 1.1 Objectives
 - 1.2 Scope
 - 1.3 Expenditures on Leisure Activities

- 2 USE OF LEISURE TIME**
 - 2.1 Americans' Use of Time
 - 2.2 Demographics
 - 2.3 Impact of The Economy On Leisure
 - 2.4 Favorite Leisure Activities
 - 2.5 Gender Preferences In Leisure Activities
 - 2.6 Time Spent Using Media
 - 2.7 The Quality of Leisure Time
 - 2.8 At-Home Leisure

- 3 CITY-BY-CITY LEISURE ACTIVITIES**
 - 3.1 Overview
 - 3.2 Akron, Ohio
 - 3.3 Albany-Schenectady-Troy, New York
 - 3.4 Albuquerque, New York
 - 3.5 Allentown-Bethlehem, Pennsylvania
 - 3.6 Ann Arbor, Michigan
 - 3.7 Atlanta, Georgia
 - 3.8 Austin, Texas
 - 3.9 Baltimore, Maryland
 - 3.10 Birmingham, Alabama
 - 3.11 Boise, Idaho
 - 3.12 Boston, Massachusetts
 - 3.13 Buffalo, Niagara Falls, New York
 - 3.14 Charleston, South Carolina
 - 3.15 Charlotte-Gastonia-Rock Hill, South Carolina
 - 3.16 Chicago, Illinois
 - 3.17 Cincinnati, Ohio
 - 3.18 Cleveland, Ohio
 - 3.19 Colorado Springs, Colorado
 - 3.20 Columbia, South Carolina
 - 3.21 Columbia-Jefferson City, Missouri
 - 3.22 Columbus, Ohio
 - 3.23 Dallas-Ft. Worth, Texas
 - 3.24 Dayton, Ohio
 - 3.25 Daytona Beach, Florida
 - 3.26 Denver, Colorado
 - 3.27 Des Moines, Iowa
 - 3.28 Detroit
 - 3.29 Eugene-Springfield, Oregon
 - 3.30 Ft. Myers-Naples, Florida
 - 3.31 Fresno, California

- 3.32 Grand Rapids, Michigan
- 3.33 Greensboro-Winston-Salem, North Carolina
- 3.34 Greenville-Spartanburg, South Carolina
- 3.35 Hartford-New Haven, Connecticut
- 3.36 Houston, Texas
- 3.37 Indianapolis, Indiana
- 3.38 Jackson, Mississippi
- 3.39 Jacksonville, Florida
- 3.40 Kansas City, Missouri
- 3.41 Knoxville, Tennessee
- 3.42 Las Vegas, Nevada
- 3.43 Lexington-Fayette, Kentucky
- 3.44 Little Rock, Arkansas
- 3.45 Long Island, New York
- 3.46 Louisville, Kentucky
- 3.47 Los Angeles, California
- 3.48 Madison, Wisconsin
- 3.49 Melbourne-Titusville-Cocoa, Florida
- 3.50 Memphis, Tennessee
- 3.51 Miami-Ft. Lauderdale, Florida
- 3.52 Milwaukee-Racine, Wisconsin
- 3.53 Minneapolis-St. Paul, Minnesota
- 3.54 Myrtle Beach, South Carolina
- 3.55 Nashville, Tennessee
- 3.56 New Orleans, Louisiana
- 3.57 New York, New York
- 3.58 Norfolk-Virginia Beach-Newport News, Virginia
- 3.59 Oklahoma City, Oklahoma
- 3.60 Omaha-Council Bluffs, Nebraska
- 3.61 Ocala, Florida
- 3.62 Orange County, California
- 3.63 Orlando, Florida
- 3.64 Peoria, Illinois
- 3.65 Philadelphia, Pennsylvania
- 3.66 Phoenix, Arizona
- 3.67 Pittsburgh, Pennsylvania
- 3.68 Portland, Oregon
- 3.69 Raleigh-Durham, North Carolina
- 3.70 Reno, Nevada
- 3.71 Riverside-San Bernardino County, California
- 3.72 Rochester, New York
- 3.73 Sacramento, California
- 3.74 Salt Lake City-Ogden-Provo, Utah
- 3.75 San Antonio, Texas
- 3.76 San Diego, California
- 3.77 San Francisco, California
- 3.78 San Jose, California
- 3.79 Seattle-Tacoma, Washington
- 3.80 Southern New Hampshire
- 3.81 Spokane, Washington
- 3.82 St. Louis, Missouri
- 3.83 Syracuse, New York
- 3.84 Tampa-St. Petersburg, Florida
- 3.85 Toledo, Ohio
- 3.86 Tucson, Arizona
- 3.87 Tulsa, Oklahoma

- 3.88 Washington, D.C.
- 3.89 West Palm Beach, Florida
- 3.90 Wilmington, Delaware

4 STATE-BY-STATE RECREATION & SPORTS PARTICIPATION

- 4.1 Sports Participation Index
- 4.2 State-by-State Participation
- 4.3 Most Popular Recreation/Sports By State

5 ART & DESIGN

- 5.1 Art and Creative Pursuits
- 5.2 Art Collecting
- 5.3 Contemporary Art
- 5.4 Art Fairs and Events
- 5.5 Arts Towns

6 AUTOMOTIVE

- 6.1 America's Love Affair With The Automobile
- 6.2 Collecting
- 6.3 Auto Customizing
- 6.4 Car Shows and Auto Museums
- 6.5 Driving Experiences
- 6.6 Auto Racing

7 BICYCLING

- 7.1 Market Assessment
- 7.2 Participation
- 7.3 Demographics
- 7.4 Biking Trails
- 7.5 Bicycle-friendly Cities
- 7.6 Bicycling Vacations

8 BIRDING & WILDLIFE WATCHING

- 8.1 Market Assessment
- 8.2 State-by-State Participation and Expenditures
- 8.3 Birding
- 8.4 Butterflying
- 8.5 Whale Watching

9 CASINOS

- 9.1 Market Summary
- 9.2 Player Demographics
- 9.3 Casino Gaming
- 9.4 Commercial Casinos State-by-State
- 9.5 Tribal Casinos State-by-State
- 9.6 Largest Casino Gaming Markets
- 9.7 Gaming vs. Non-gaming Revenue
- 9.8 Impact of the Recession
- 9.9 Gaming Commissions and Regulatory Agencies

10 CASUAL & FINE DINING

- 10.1 Market Assessment
- 10.2 Demographics
- 10.3 Market Trends
- 10.4 Culinary Trends
- 10.5 Healthful Dining
- 10.6 Ethnic Cuisine

- 11 COLLECTING**
 - 11.1 Market Assessment
 - 11.2 What's Hot, What's Not
 - 11.3 Sports Cards
 - 11.4 Commemorative Coins

- 12 CONCERTS**
 - 12.1 Market Assessment
 - 12.2 Destination Events
 - 12.3 Demographics

- 13 COUNTRY CLUBS & CITY CLUBS**
 - 13.1 Overview
 - 13.2 Country Club Membership
 - 13.3 City Clubs

- 14 CRAFTS**
 - 14.1 Market Assessment
 - 14.2 Arts and Crafts For Leisure
 - 14.3 Demographics
 - 14.4 Quilting, Sewing and Yarn Arts
 - 14.5 Scrapbooking

- 15 CULINARY ARTS**
 - 15.1 Participation
 - 15.2 Cooking Schools
 - 15.3 Food Festivals
 - 15.4 Farmers' Markets
 - 15.5 Local Culinary Movements

- 16 FANTASY SPORTS**
 - 16.1 Market Assessment
 - 16.2 Demographics

- 17 FESTIVALS & FAIRS**
 - 17.1 Market Assessment
 - 17.2 Annual Fairs
 - 17.3 Major Events
 - 17.4 Mega Festivals

- 18 FILMED ENTERTAINMENT**
 - 18.1 Cinema Box Office
 - 18.2 Demographics
 - 18.3 DVD Sales and Rental
 - 18.4 Streamed Movies

- 19 FISHING**
 - 19.1 Participation and Spending
 - 19.2 State-by-State Assessment
 - 19.3 Bass Fishing
 - 19.4 Tournaments
 - 19.5 Fantasy Fishing

- 20 FITNESS**
 - 20.1 Adults Who Exercise
 - 20.2 Participation in Fitness Activities
 - 20.3 Senior Fitness

- 21 GAMES OF SKILL**
 - 21.1 Market Assessment
 - 21.2 Board Games
 - 21.3 Casual Games
 - 21.4 Chess
 - 21.5 Contact Bridge
 - 21.6 Poker
 - 21.7 Social Games
 - 21.8 Sudoku

- 22 GARDENING**
 - 22.1 Market Assessment
 - 22.2 Demographics
 - 22.3 Trends

- 23 GENEALOGY**
 - 23.1 Market Assessment
 - 23.2 Genealogy Research Websites
 - 23.3 Genetic Genealogy
 - 23.4 Ancestral Tourism

- 24 GOLF**
 - 24.1 Market Assessment
 - 24.2 Demographics
 - 24.3 Female Golfers
 - 24.4 Golf Resorts
 - 24.5 Golf Communities

- 25 GPS-RELATED ACTIVITIES**
 - 25.1 Market Assessment
 - 25.2 Geocaching
 - 25.3 Waymarking
 - 25.4 GPS for Leisure Activities

- 26 HEALTH CLUBS**
 - 26.1 Market Assessment
 - 26.2 Impact of the Economy
 - 26.3 Demographics
 - 26.4 Trends

- 27 HIKING & CAMPING**
 - 27.1 Participation
 - 27.2 Hiking Trails

- 28 HISTORY-BASED ACTIVITIES**
 - 28.1 Market Assessment
 - 28.2 Demographics
 - 28.3 Ethnic Cultural History
 - 28.4 National Historic Sites
 - 28.5 Reenactments

- 28.6 National Battlefield Sites
- 28.7 Living-History Museums

- 29 HOBBY FARMING**
 - 29.1 Farming As Leisure
 - 29.2 Recreational Ranching
 - 29.3 Urban Beekeeping
 - 29.4 Backyard Chicken Raising

- 30 HOME DECORATING & DO-IT-YOURSELF PROJECTS**
 - 30.1 Decorating in the Home
 - 30.2 Do-it-Yourself Projects

- 31 HOME ENTERTAINMENT**
 - 31.1 Market Assessment
 - 31.2 Consumer Electronics
 - 31.3 Demographics
 - 31.4 Market Trends

- 32 HUNTING & SHOOTING SPORTS**
 - 32.1 Participation
 - 32.2 Demographics
 - 32.3 Hunting
 - 32.4 Sporting Clays

- 33 INDOOR RECREATION**
 - 33.1 Participation
 - 33.2 Billiards/Pool
 - 33.3 Bowling
 - 33.4 Darts

- 34 LEISURE TRAVEL**
 - 34.1 Market Assessment
 - 34.2 Travel Trends
 - 34.3 Leisure Activities While Traveling
 - 34.4 Travel for Hobbies and Interests
 - 34.5 Adventure Travel

- 35 LIVE EVENTS**
 - 35.1 Airshows
 - 35.2 Circuses
 - 35.3 Fireworks Displays
 - 35.4 Rodeos

- 36 LOTTERIES**
 - 36.1 Market Assessment
 - 36.2 Lottery Players
 - 36.3 Multi-state Mega-jackpot Games
 - 36.4 State-by-State

- 37 MOBILE COMMUNICATIONS & MEDIA**
 - 37.1 Market Assessment
 - 37.2 Mobile Phones
 - 37.3 Demographics
 - 37.4 Mobile Internet Access
 - 37.5 Mobile Entertainment

- 37.6 Text Messaging
- 37.7 Apps

- 38 MODELS**
 - 38.1 Model Aircraft
 - 38.2 Model Cars
 - 38.3 Model Railroads
 - 38.4 Model Ships

- 39 MOTORCYCLING**
 - 39.1 Market Assessment
 - 39.2 Demographics
 - 39.3 The Motorcyclist Lifestyle
 - 39.4 Motorcycle Rallies

- 40 MUSEUMS**
 - 40.1 Market Assessment
 - 40.2 Museum Visits
 - 40.3 Demographics
 - 40.4 Exhibitions
 - 40.5 Social Events at Museums

- 41 MUSIC**
 - 41.1 Scope
 - 41.2 Playing Music
 - 41.3 Recorded Music
 - 41.4 Ad-Supported Music
 - 41.5 Music Videos
 - 41.6 Mixing Music

- 42 MYSTERIES**
 - 42.1 Overview
 - 42.2 Ghost Tours
 - 42.3 Murder Mysteries
 - 42.4 Unexplained Phenomena

- 43 NIGHTLIFE**
 - 43.1 Entertainment Districts
 - 43.2 Bars and Nightclubs
 - 43.3 Live Music Centers
 - 43.4 Dating

- 44 ONLINE ACTIVITIES**
 - 44.1 Internet Access
 - 44.2 Demographics
 - 44.3 Trends
 - 44.4 Leisure Use Of The Internet
 - 44.5 Online Video
 - 44.6 Social Networks
 - 44.7 Pursuing Hobbies Online

- 45 PARKS**
 - 45.1 National Parks
 - 45.2 State Parks
 - 45.3 City Parks

- 46 PARTIES & EVENTS**
 - 46.1 Market Assessment
 - 46.2 Holiday Festivities
 - 46.3 Tailgating

- 47 PERFORMING ARTS**
 - 47.1 Public Participation in the Arts
 - 47.2 Demographics
 - 47.3 Economic Impact of the Arts
 - 47.4 Broadway Theater
 - 47.5 Local Theater
 - 47.6 Musical Performances
 - 47.7 Dance Performances

- 48 PETS**
 - 48.1 Market Assessment
 - 48.2 Demographics
 - 48.3 Pets As Family
 - 48.4 Trends

- 49 PHOTOGRAPHY**
 - 49.1 Market Assessment
 - 49.2 Digital Photography
 - 49.3 Participation in Photography
 - 49.4 Internet Photo Sharing

- 50 PRIVATE AVIATION**
 - 50.1 Market Assessment
 - 50.2 Private Jets

- 51 RADIO LISTENING**
 - 51.1 Market Assessment
 - 51.2 Consumer Use of Radio
 - 51.3 Demographics
 - 51.4 Listening Content
 - 51.5 Online Radio

- 52 READING**
 - 52.1 Market Assessment
 - 52.2 Demographics
 - 52.3 Book Clubs
 - 52.4 Bookstores
 - 52.5 E-Books
 - 52.6 Book Festivals
 - 52.7 Writers Festivals
 - 52.8 Storytelling Festivals

- 53 RECREATIONAL BOATING**
 - 53.1 Participation
 - 53.2 Market Assessment
 - 53.3 State Boating Registrations

- 54 RECREATIONAL VEHICLES**
 - 54.1 Market Assessment
 - 54.2 Demographics
 - 54.3 The RV Traveler Lifestyle

- 55 RUNNING**
 - 55.1 Participation
 - 55.2 Marathons
 - 55.3 Triathlons

- 56 SCIENCE-BASED ACTIVITIES**
 - 56.1 Overview
 - 56.2 Archaeology
 - 56.3 Astronomy
 - 56.4 Bioengineering
 - 56.5 Genetic Social Networking
 - 56.6 Paleontology
 - 56.7 Satellite Spotting

- 57 SOCIAL ORGANIZATIONS & SERVICE CLUBS**
 - 57.1 Overview
 - 57.2 Profiles of Major Organizations

- 58 SPAS**
 - 58.1 Market Assessment
 - 58.2 Spa Vacations and Resorts
 - 58.3 Most Popular Spas
 - 58.4 Trends
 - 58.5 Spa-based Communities

- 59 SPECTATOR SPORTS**
 - 59.1 Market Assessment
 - 59.2 America's Favorite Sports
 - 59.3 Professional Team Sports
 - 59.4 Collegiate Sports

- 60 SPORTS PARTICIPATION**
 - 60.1 Individual Sports
 - 60.2 Racquet Sports
 - 60.3 Team Sports
 - 60.4 Water Sports
 - 60.5 Winter Sports
 - 60.6 High School Sports

- 61 TELEVISION**
 - 61.1 Market Assessment
 - 61.2 Television Access
 - 61.3 Television Viewing
 - 61.4 Viewer Demographics
 - 61.5 Online and Mobile TV

- 62 THEME EXPERIENCES**
 - 62.1 A Shift From Buying Goods To Experiences
 - 62.2 Theme and Total Immersion Experiences
 - 62.3 Sports Fantasy Camps
 - 62.4 Adult Camps
 - 62.5 Training Schools

- 63** **THEME PARKS**
 - 63.1 Market Assessment
 - 63.2 Demographics
 - 63.3 Theme Park Visitors
 - 63.4 Waterparks
 - 63.5 New Attractions
 - 63.6 Hotel Waterparks

- 64** **TREASURE HUNTING**
 - 64.1 Overview
 - 64.2 Gem Hunting and Rock Collecting
 - 64.3 Gold Prospecting
 - 64.5 Meteorites
 - 64.6 Sunken Treasures

- 65** **VACATION**
 - 65.1 Impact of the Economy on Vacationing
 - 65.2 Vacation Deprivation
 - 65.3 Benefits of Vacationing
 - 65.4 Staying Wired on Vacation

- 66** **VIDEO GAMES**
 - 66.1 Market Assessment
 - 66.2 Gamer Demographics
 - 66.3 Market Characteristics and Trends

- 67** **VOLUNTEERING**
 - 67.1 Market Assessment
 - 67.2 Volunteer Activities
 - 67.3 Culture-based Volunteering
 - 67.4 Volunteer Vacations
 - 67.5 Regional Trends
 - 67.6 Federal Programs

- 68** **WALKING**
 - 68.1 Fitness Walking
 - 68.2 Demographics
 - 68.3 City Walks
 - 68.4 Beach Walks

- 69** **ZOOS, AQUARIUMS & BOTANICAL GARDENS**
 - 69.1 Market Assessment
 - 69.2 Popular Attractions
 - 69.3 Market Trends

MARKET RESOURCES

REFERENCES