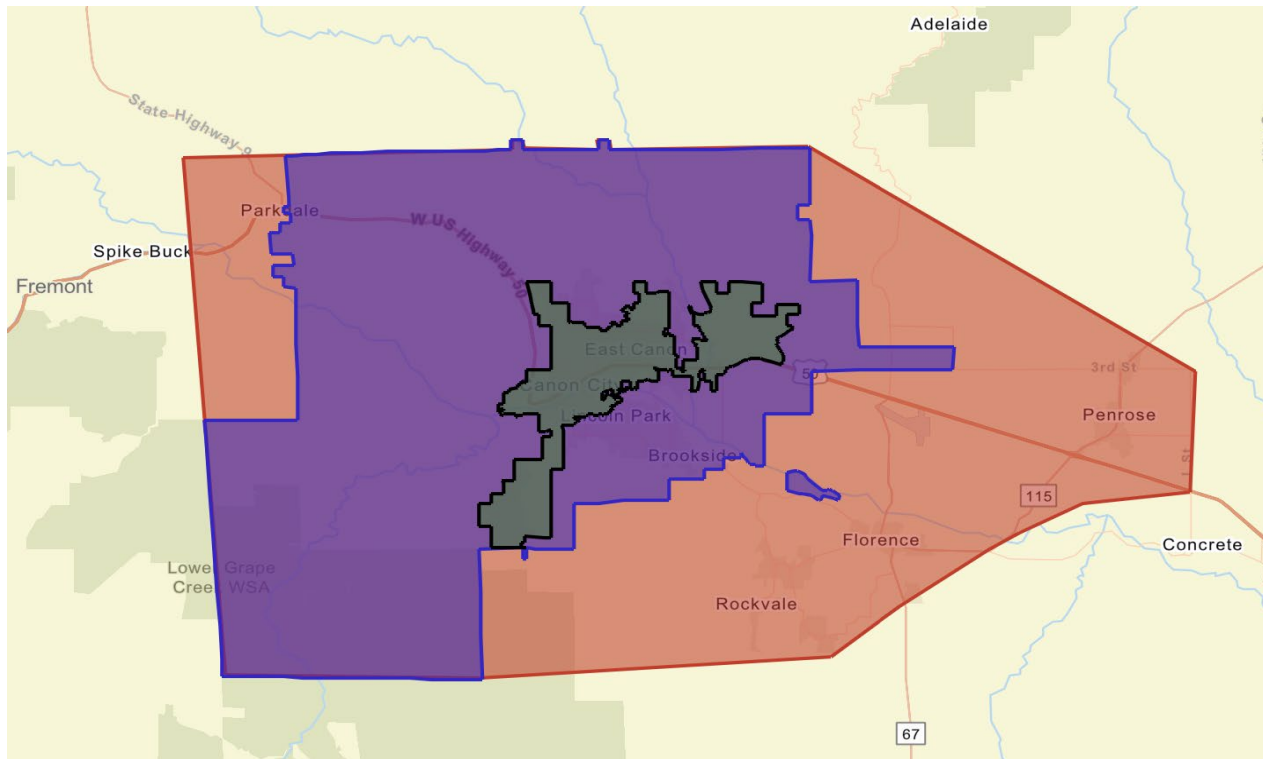


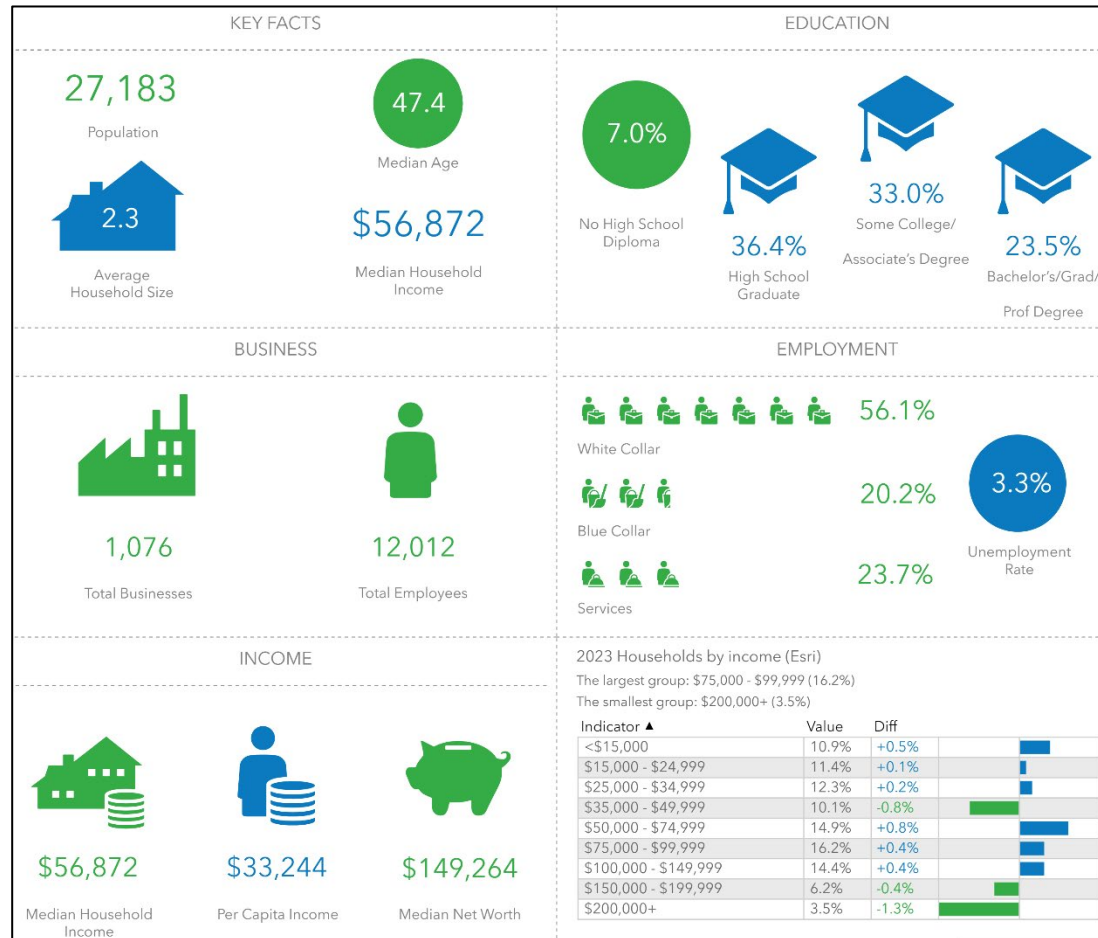
Market Report



- Green Boundary – Immediate Service Area (Cañon City)
- Red Boundary – Primary Service Area (Cañon City Area Recreation and Park District)
- Blue Boundary – Secondary Service Area (15-minute drive time to pool sites)

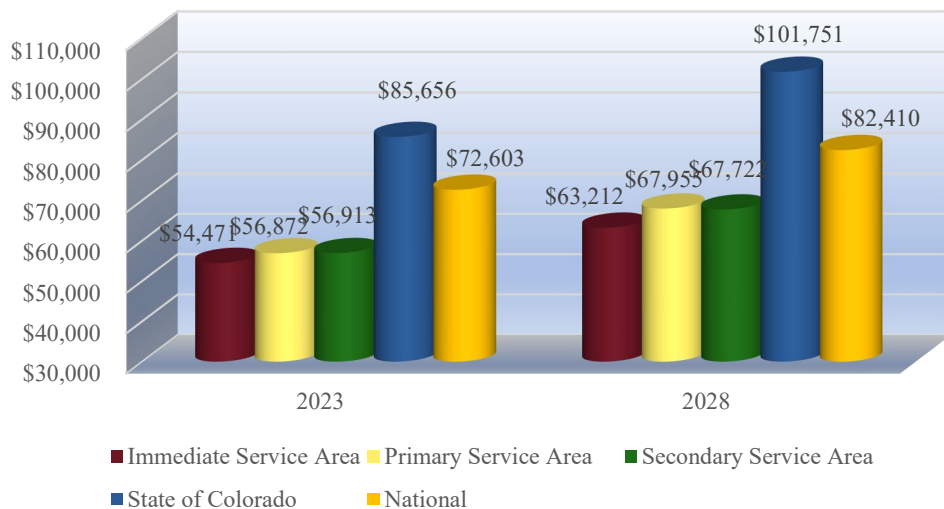
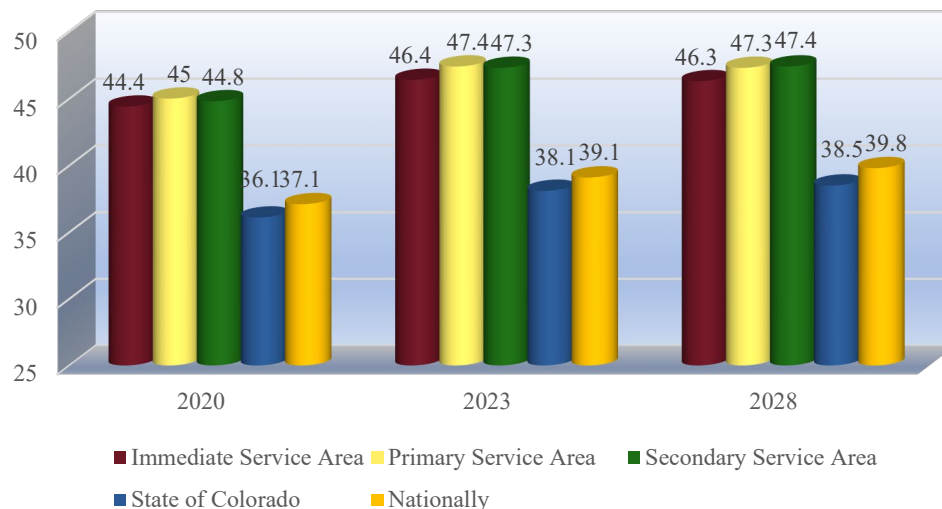
Market Report

Canon City Recreation and Park District



Demographics

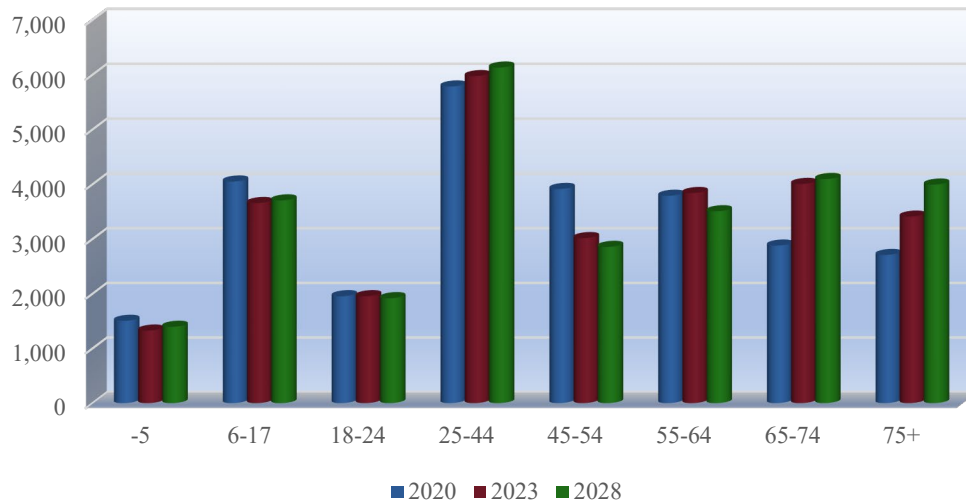
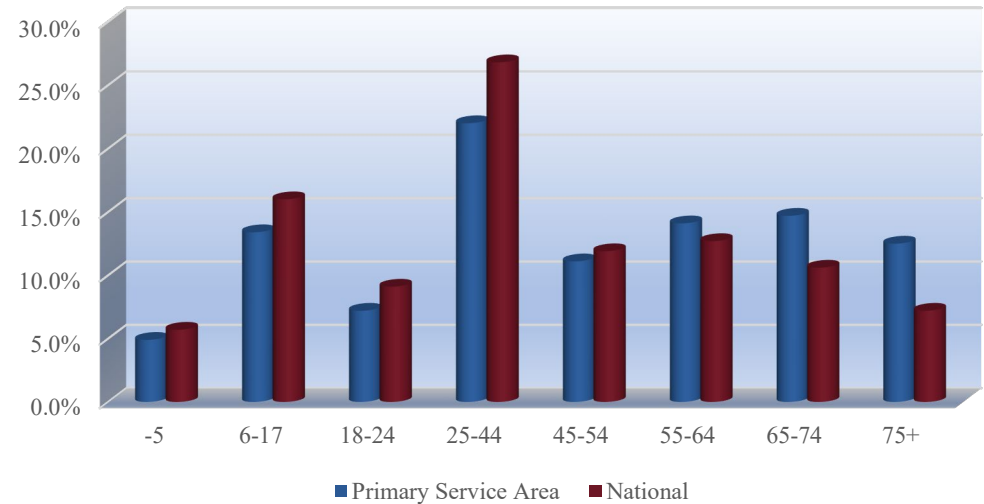
Median Age



HH Income

Demographics

Age Distribution



Age Growth

Swimming Participation

Adults participated in:	Expected Number of Adults	Percent of Population	MPI
Aerobics	1,504	6.3%	81
Exercise (walking)	7,488	31.5%	100
Swimming	3,504	14.7%	105

Swimming Participation

	Frequent	Occasional	Infrequent
Swimming Frequency	110+	25-109	6-24 v
Swimming Percentage of Population	6.1%	40.1%	53.8%

