

MEMORANDUM

Demographic Changes and Recreation Trends

Introduction

The City of Parkville works hard to respond to changing times and trends in parks and recreation. This memo reviews the significant forces that influence the parks system. It discusses changes in population, leisure trends and their impact on Parkville Parks moving forward. The memo concludes with an analysis that provides an important foundation for the Parks Master Plan and that supports future resource allocation and investment decisions.

Demographic Changes

During the past two and a half decades the city's population has remained relatively stable with only a slight increase in the range of 6%. Interestingly, the ethnic diversity has increased in that period. It is difficult to determine if this is real change or the result of changing trends in self-identification with regard to race, a trend experienced nationwide.

The city's population is evenly split between male and female with an average age of 42.7, slightly higher than either Platte or Clay Counties, at 38.8 and 37.2 respectively. From the 2000 census to the 2010 census two age groups showed the most change:

- Persons age 0 to 4 years **decreased** by (32%)
- Persons age over 65 years **increased** by 60%

However, the majority of the population, over 65%, is and has been between the ages of 18 and 64 with very little change, 4.28%, from the 2000 census to the 2010 census. These statistics are important, as recreation and leisure trends tend to vary by age.

Parkville, Missouri - Overview	2010 Census		2000 Census		2000-2010 Change	
	Counts	Percentages	Counts	Percentages	Change	Percentages
Total Population	5,554	100.00%	5,226	100.00%	328	6.28%
Population by Age						
Persons 0 to 4 years	280	5.04%	414	7.92%	-134	-32.37%
Persons 5 to 17 years	1,141	20.54%	1,018	19.48%	123	12.08%
Persons 18 to 64 years	3,627	65.30%	3,478	66.55%	149	4.28%
Persons 65 years and over	506	9.11%	316	6.05%	190	60.13%

Source: US Census

Racial makeup in Parkville has changed. Since the population has not changed dramatically it is likely this is due to a national trend of changes in individual self-selection in this category rather than real change but it is difficult to say with certainty.

Parkville, Missouri - Overview	2010 Census		2000 Census		2000-2010 Change	
	Counts	Percentages	Counts	Percentages	Change	Percentages
Total Population	5,554	100.00%	5,226	100.00%	328	6.28%
Population by Race						
American Indian and Alaska native alone	7	0.13%	23	0.44%	-16	-69.57%
Asian alone	169	3.04%	63	1.21%	106	168.25%
Black or African American alone	220	3.96%	205	3.92%	15	7.32%
Native Hawaiian and Other Pacific native alone	14	0.25%	45	0.86%	-31	-68.89%
Some other race alone	34	0.61%	38	0.73%	-4	-10.53%
Two or more races	139	2.50%	70	1.34%	69	98.57%
White alone	4,971	89.50%	4,782	91.50%	189	3.95%

Source: US Census

The median household income is \$113,652, about double that of the Kansas City Metro Area (\$57,056) and higher than either Platte or Clay Counties, at \$69,787 and \$61,384 respectively.

Looking at Parkville's population in another way, ESRI provides summaries through a product called Tapestry™ which describes characteristics of different segments. Forty-eight percent of the population is made up of three segments:

20% Soccer Moms

Household Type: *Married Couples*

Housing Type: *Single Family*

Description: *The relative peace of our affluent, family-oriented neighborhoods in the outer suburbs provides welcome relief from our hectic jobs, long commutes, and busy lives with growing children. Any minute we can save is critical, so we're fans of conveniences such as banking and shopping online and housekeeping services. First and second mortgages and car loans are part of life, but we're well insured and building investments such as funds, bonds and stocks. A variety of mobile devices such as iPads and smartphones keep us connected. We're involved in sports and outdoor activities such as jogging, biking, golf, boating and trips to a theme park.*

16% Green Acres

Household Type: *Married Couples*

Housing Type: *Single Family*

Description: *We're older, self-reliant, married couples who are still working, but edging toward retirement. Most of us have no children living at home. We earn income from wages and salaries, investments, and increasingly, Social Security benefits. Country life is for us, so you'll find us in the rural pockets of urban areas, living in older single-family homes with acreage. Because our homes are older, we handle maintenance and remodeling projects ourselves, and own the proper tools to accomplish the tasks. Vegetable gardening is a priority. We're active in the community and are members of fraternal organizations and veterans' clubs. Even though we're pessimistic about the economy, we're not afraid of carrying some debt, such as home and car loans. We spend cautiously, focusing on quality and durability. Technology isn't important even though we shop and bank online, the Internet is primarily for entertainment.*

12% Savvy Suburbanites

Household Type: *Married Couples*

Housing Type: *Single Family*

Description: *We're empty nesters or empty-nester wannabes who still have adult children living at home in established, owner occupied, suburban neighborhoods. We're well educated, well-read, and well-capitalized. We research products prior to purchase, and seek quality instead of price. Technology is used for everything including communication, shopping, banking and staying current on the news. Even though we're financially secure, we use a variety of resources for informed investing. We're not afraid of debt and may carry first and second mortgages and a line of credit. Late-model SUV's, station wagons, and minivans may be in our driveways. We're foodies and enjoy cooking, natural or organic products are preferred. We exercise, and buy top of the line gear for golf and skiing. Good food and wine and cultural events are also not to be missed.*

From a health perspective, information is readily available on the County level only. The 2016 Health Rankings Report released by the Robert Wood Johnson Foundation lists Platte County #2 in the State for overall positive health outcomes. St. Charles County is the only county that ranked higher.

Areas of strength related to Platte County health outcomes include:

- A high percentage of the population has access to exercise opportunities
- Numbers of uninsured are low
- High ratio of primary care physicians
- Highly educated
- Low unemployment
- Low air pollution
- Clean drinking water

Areas to explore or of some concern related to Platte County health outcomes include:

- The incidence of adult smoking is approaching the state average
- Those suffering from obesity is equal to the state average
- The percentage of adults reporting excessive or binge drinking is higher than the state average

Recreation Preferences and Trends

In Parkville, as nationwide, recreation and leisure trends are becoming more complex, influenced by social and demographic forces. Activities such as tennis and golf have declined while new activities have emerged. For example:

- The fastest growing leisure activity is walking and fitness walking, enjoyed primarily by Baby Boomers. This generation is much more active than their parents at the same age, but prefers low impact activities or activities that can include young children as they experience grand-parenthood.
- Among youth, the most popular activities include anything on wheels, such as in-line skating and skateboarding, all-terrain in-line skating and cycling.
- Organized league activities for youth soccer and baseball are still very popular, having largely replaced the spontaneous “pickup” games of 30 years ago.
- New hybrid sports combine elements of several activities in new ways, ie disc golf.
- There is increased investment in year-round facilities – indoor soccer arenas, ice rinks, indoor playgrounds and water parks, covered playgrounds, etc.

Shifting patterns and preferences influencing how people live, work, learn and play are collected, studied and reported specifically for Parks and Recreation by Dr. Ellen O’Sullivan, PHD, CPRP and are interesting to consider within the context of Parkville Parks and Recreation. Trends include:

Healthy Pleasures – How could the pursuit of health become any more interesting than adding a touch of “health pleasures to people’s lives? Think of it as good times that are good for you.

Brand Stand – If you want to be around for 2020, you need to take a stand as to how and what your organization represents to and for consumers. Revisit or refine the clear, concise, compelling word or words that enable you to stand out in the minds of current and potential customers.

Millennial Parenting – No surprise that millennials are doing what most other generations did at this life stage by becoming parents who intend to raise their children differently than they were raised. Helicopter parents five way to ‘drone’ parents. They are around their children’s world by certainly not hovering over them.

Blending and Blurring – All segments as to how people live, work, learn and play have been subject to a blending of two previously unrelated concepts or the inability to separate previously distinct entities. Consider athleisure clothing, grocerants, and bleisure.

Multigenerational Aging – shades of gray are everywhere and not only are there more, older Americans than ever before but there are multiple generations of them. Baby Boomers at 60 years and the Greatest Generation at 85 years of age are not the same.

Two Tiered (or even tri-tiered) Everything – It's not just on airlines anymore as more services and experiences have at least two varying levels of what appears to be the same experience and yes, you pay for the differences. Even Costco now has two levels of membership.

Engaging Experiences Required – The initial infusion of experiences into products and services was perceived as an added edge of promotion or enticement. Not anymore as experiences are becoming integral to consumer offerings.

Play reaches the BIG Time – The power and pursuit of play has been circling the edges of becoming more important in society but now that play is being recognized by physicians as essential for child development and required for adults as a means to a healthy lifestyle, play has now risen to new, more encompassing heights.

Conclusions

Parkville sits in an excellent position in the metropolitan area as a unique park and recreation partner and provider. Although the population remains relatively unchanged, over half of the population is between the ages of 18 and 64, most are married couples, many with children. The income within the city is relatively high however the population and number of households are small. This limits the potential for raising significant sums of money through tax initiatives for major improvements and highlights the importance of continued partnerships with Platte County and others to build facilities and deliver services. Demand will continue for parks and recreation programs and facilities for families. However, the growing senior population is likely to require expansion and addition of senior programming. It is important to continue surveying this segment of the population to assure their needs are addressed in future facility construction and program initiation.