



# Sports and Leisure Market Potential

2016COBBoundary  
Area: 19.62 square miles

Prepared by Esri

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		96,751	102,830
Population 18+		75,555	81,149
Households		39,831	42,209
Median Household Income		\$59,035	\$66,949
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months	7,664	10.1%	120
Participated in archery in last 12 months	1,769	2.3%	86
Participated in backpacking in last 12 months	2,817	3.7%	122
Participated in baseball in last 12 months	4,019	5.3%	116
Participated in basketball in last 12 months	7,168	9.5%	115
Participated in bicycling (mountain) in last 12 months	3,480	4.6%	119
Participated in bicycling (road) in last 12 months	8,587	11.4%	114
Participated in boating (power) in last 12 months	3,676	4.9%	91
Participated in bowling in last 12 months	7,948	10.5%	111
Participated in canoeing/kayaking in last 12 months	4,462	5.9%	106
Participated in fishing (fresh water) in last 12 months	8,088	10.7%	87
Participated in fishing (salt water) in last 12 months	2,826	3.7%	95
Participated in football in last 12 months	3,597	4.8%	101
Participated in Frisbee in last 12 months	3,812	5.0%	118
Participated in golf in last 12 months	7,917	10.5%	115
Participated in hiking in last 12 months	9,490	12.6%	127
Participated in horseback riding in last 12 months	1,727	2.3%	93
Participated in hunting with rifle in last 12 months	2,550	3.4%	74
Participated in hunting with shotgun in last 12 months	2,344	3.1%	79
Participated in ice skating in last 12 months	2,037	2.7%	110
Participated in jogging/running in last 12 months	12,287	16.3%	123
Participated in motorcycling in last 12 months	1,883	2.5%	85
Participated in Pilates in last 12 months	2,555	3.4%	123
Participated in skiing (downhill) in last 12 months	2,276	3.0%	111
Participated in soccer in last 12 months	3,401	4.5%	118
Participated in softball in last 12 months	2,910	3.9%	112
Participated in swimming in last 12 months	12,752	16.9%	109
Participated in target shooting in last 12 months	3,670	4.9%	103
Participated in tennis in last 12 months	3,609	4.8%	120
Participated in volleyball in last 12 months	2,615	3.5%	106
Participated in walking for exercise in last 12 months	21,582	28.6%	107
Participated in weight lifting in last 12 months	8,632	11.4%	115
Participated in yoga in last 12 months	6,381	8.4%	120
Spent on sports/rec equip in last 12 months: \$1-99	4,645	6.1%	107
Spent on sports/rec equip in last 12 months: \$100-\$249	5,077	6.7%	109
Spent on sports/rec equip in last 12 months: \$250+	6,090	8.1%	111
Attend sports events	19,468	25.8%	113
Attend sports events: baseball game - MLB reg seas	8,216	10.9%	119
Attend sports events: basketball game (college)	2,377	3.1%	109
Attend sports events: basketball game-NBA reg seas	2,702	3.6%	121
Attend sports events: football game (college)	5,270	7.0%	122
Attend sports events: football game-NFL Mon/Thurs	2,354	3.1%	114
Attend sports events: football game - NFL weekend	4,288	5.7%	123
Attend sports events: high school sports	3,169	4.2%	88

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	11,421	15.1%	101
Listen to baseball (MLB reg season) on radio often	1,765	2.3%	106
Listen to football (NFL wknd games) on radio often	1,500	2.0%	100
Watch sports on TV	47,751	63.2%	102
Watch on TV: alpine skiing/ski jumping	4,768	6.3%	108
Watch on TV: auto racing (NASCAR)	8,752	11.6%	84
Watch on TV: auto racing (not NASCAR)	4,085	5.4%	92
Watch on TV: baseball (MLB regular season)	18,237	24.1%	107
Watch on TV: baseball (MLB playoffs/World Series)	17,693	23.4%	106
Watch on TV: basketball (college)	11,689	15.5%	104
Watch on TV: basketball (NCAA tournament)	12,013	15.9%	106
Watch on TV: basketball (NBA regular season)	14,056	18.6%	106
Watch on TV: basketball (NBA playoffs/finals)	15,462	20.5%	106
Watch on TV: basketball (WNBA)	3,324	4.4%	99
Watch on TV: bicycle racing	2,566	3.4%	109
Watch on TV: bowling	2,244	3.0%	93
Watch on TV: boxing	5,782	7.7%	95
Watch on TV: bull riding (pro)	3,208	4.2%	83
Watch on TV: Equestrian events	2,484	3.3%	98
Watch on TV: extreme sports (summer)	4,920	6.5%	109
Watch on TV: extreme sports (winter)	5,544	7.3%	113
Watch on TV: figure skating	7,673	10.2%	101
Watch on TV: fishing	4,078	5.4%	82
Watch on TV: football (college)	20,124	26.6%	103
Watch on TV: football (NFL Mon/Thurs night games)	27,190	36.0%	106
Watch on TV: football (NFL weekend games)	28,934	38.3%	106
Watch on TV: football (NFL playoffs/Super Bowl)	29,369	38.9%	105
Watch on TV: golf (PGA)	11,564	15.3%	107
Watch on TV: golf (LPGA)	3,452	4.6%	97
Watch on TV: gymnastics	6,155	8.1%	99
Watch on TV: horse racing (at track or OTB)	1,968	2.6%	92
Watch on TV: ice hockey (NHL regular season)	8,388	11.1%	119
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	8,451	11.2%	118
Watch on TV: marathon/road running/triathlon	2,079	2.8%	108
Watch on TV: mixed martial arts (MMA)	3,927	5.2%	103
Watch on TV: motorcycle racing	3,135	4.1%	93
Watch on TV: Olympics (summer)	22,271	29.5%	109
Watch on TV: Olympics (winter)	21,296	28.2%	108
Watch on TV: poker	4,446	5.9%	105
Watch on TV: rodeo	2,887	3.8%	82
Watch on TV: soccer (MLS)	4,590	6.1%	114
Watch on TV: soccer (World Cup)	7,881	10.4%	118
Watch on TV: tennis (men `s)	7,338	9.7%	116
Watch on TV: tennis (women `s)	6,871	9.1%	110
Watch on TV: track & field	4,765	6.3%	111
Watch on TV: truck and tractor pull/mud racing	1,726	2.3%	77
Watch on TV: volleyball (pro beach)	3,380	4.5%	100
Watch on TV: wrestling (WWE)	1,980	2.6%	82
Interest in sports: college basketball Super Fan	2,695	3.6%	95
Interest in sports: college football Super Fan	5,108	6.8%	103
Interest in sports: golf Super Fan	1,590	2.1%	102
Interest in sports: high school sports Super Fan	1,941	2.6%	82
Interest in sports: MLB Super Fan	4,076	5.4%	98
Interest in sports: NASCAR Super Fan	1,930	2.6%	75
Interest in sports: NBA Super Fan	4,120	5.5%	92
Interest in sports: NFL Super Fan	10,273	13.6%	100
Interest in sports: NHL Super Fan	2,729	3.6%	103

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	8,922	11.8%	100
Member of charitable organization	3,609	4.8%	112
Member of church board	2,189	2.9%	94
Member of fraternal order	1,900	2.5%	96
Member of religious club	2,725	3.6%	96
Member of union	2,876	3.8%	102
Member of veterans club	1,469	1.9%	87
Attended adult education course in last 12 months	6,015	8.0%	117
Went to art gallery in last 12 months	6,958	9.2%	123
Attended auto show in last 12 months	5,877	7.8%	101
Did baking in last 12 months	17,655	23.4%	108
Went to bar/night club in last 12 months	15,875	21.0%	126
Went to beach in last 12 months	21,414	28.3%	114
Played billiards/pool in last 12 months	6,677	8.8%	114
Played bingo in last 12 months	2,994	4.0%	98
Did birdwatching in last 12 months	3,102	4.1%	95
Played board game in last 12 months	10,779	14.3%	112
Read book in last 12 months	28,270	37.4%	110
Participated in book club in last 12 months	2,351	3.1%	111
Went on overnight camping trip in last 12 months	9,595	12.7%	106
Played cards in last 12 months	12,069	16.0%	103
Played chess in last 12 months	2,644	3.5%	108
Played computer game (offline w/software)/12 months	5,627	7.4%	113
Played computer game (online w/software)/12 months	5,765	7.6%	111
Played computer game (online w/o software)/12 months	7,131	9.4%	104
Cooked for fun in last 12 months	18,956	25.1%	110
Did crossword puzzle in last 12 months	8,517	11.3%	105
Danced/went dancing in last 12 months	6,642	8.8%	110
Attended dance performance in last 12 months	3,565	4.7%	105
Dined out in last 12 months	37,566	49.7%	111
Participated in fantasy sports league last 12 months	3,858	5.1%	122
Did furniture refinishing in last 12 months	2,693	3.6%	106
Gambled at casino in last 12 months	10,945	14.5%	106
Gambled in Atlantic City in last 12 months	1,956	2.6%	113
Gambled in Las Vegas in last 12 months	3,146	4.2%	106
Participate in indoor gardening/plant care	7,051	9.3%	101
Attended horse races in last 12 months	2,218	2.9%	114
Participated in karaoke in last 12 months	3,029	4.0%	116
Bought lottery ticket in last 12 months	28,034	37.1%	99
Played lottery 6+ times in last 30 days	8,485	11.2%	95
Bought lottery ticket in last 12 months: Daily Drawing	2,786	3.7%	97
Bought lottery ticket in last 12 months: Instant Game	12,878	17.0%	94
Bought lottery ticket in last 12 months: Mega Millions	14,615	19.3%	108
Bought lottery ticket in last 12 months: Powerball	16,599	22.0%	102
Attended a movie in last 6 months	48,710	64.5%	108
Attended movie in last 90 days: once/week or more	1,753	2.3%	96
Attended movie in last 90 days: 2-3 times a month	4,639	6.1%	105
Attended movie in last 90 days: once a month	9,025	11.9%	118
Attended movie in last 90 days: < once a month	29,211	38.7%	109
Movie genre seen at theater/6 months: action	21,414	28.3%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	23,303	30.8%	110
Movie genre seen at theater/6 months: comedy	21,152	28.0%	108
Movie genre seen at theater/6 months: crime	14,545	19.3%	109
Movie genre seen at theater/6 months: drama	22,526	29.8%	109
Movie genre seen at theater/6 months: family	8,582	11.4%	103
Movie genre seen at theater/6 months: fantasy	15,079	20.0%	110
Movie genre seen at theater/6 months: horror	6,575	8.7%	108
Movie genre seen at theater/6 months: romance	9,491	12.6%	107
Movie genre seen at theater/6 months: science fiction	12,044	15.9%	112
Movie genre seen at theater/6 months: thriller	13,732	18.2%	111
Went to museum in last 12 months	10,861	14.4%	117
Attended classical music/opera performance/12 months	3,744	5.0%	118
Attended country music performance in last 12 months	4,066	5.4%	95
Attended rock music performance in last 12 months	8,603	11.4%	120
Played musical instrument in last 12 months	5,789	7.7%	117
Did painting/drawing in last 12 months	5,393	7.1%	117
Did photo album/scrapbooking in last 12 months	4,698	6.2%	110
Did photography in last 12 months	8,703	11.5%	114
Did Sudoku puzzle in last 12 months	8,254	10.9%	109
Went to live theater in last 12 months	11,604	15.4%	118
Visited a theme park in last 12 months	13,921	18.4%	105
Visited a theme park 5+ times in last 12 months	2,779	3.7%	97
Participated in trivia games in last 12 months	4,191	5.5%	108
Played video/electronic game (console) last 12 months	8,677	11.5%	110
Played video/electronic game (portable) last 12 months	3,700	4.9%	108
Visited an indoor water park in last 12 months	2,179	2.9%	97
Did woodworking in last 12 months	3,406	4.5%	101
Participated in word games in last 12 months	8,655	11.5%	106
Went to zoo in last 12 months	9,880	13.1%	117
Purchased DVDs in last 30 days: 1	2,515	3.3%	98
Purchased DVDs in last 30 days: 2	1,919	2.5%	97
Purchased DVDs in last 30 days: 3+	3,858	5.1%	98
Purchased DVD/Blu-ray disc online in last 12 months	5,949	7.9%	122
Rented DVDs in last 30 days: 1	2,982	3.9%	104
Rented DVDs in last 30 days: 2	3,383	4.5%	101
Rented DVDs in last 30 days: 3+	11,779	15.6%	110
Rented movie/oth video/30 days: action/adventure	20,887	27.6%	112
Rented movie/oth video/30 days: classics	6,283	8.3%	120
Rented movie/oth video/30 days: comedy	20,505	27.1%	112
Rented movie/oth video/30 days: drama	13,913	18.4%	115
Rented movie/oth video/30 days: family/children	8,275	11.0%	102
Rented movie/oth video/30 days: foreign	2,662	3.5%	127
Rented movie/oth video/30 days: horror	7,013	9.3%	105
Rented movie/oth video/30 days: musical	2,595	3.4%	116
Rented movie/oth video/30 days: news/documentary	3,062	4.1%	112
Rented movie/oth video/30 days: romance	7,877	10.4%	111
Rented movie/oth video/30 days: science fiction	6,357	8.4%	109
Rented movie/oth video/30 days: TV show	7,235	9.6%	119
Rented movie/oth video/30 days: western	1,846	2.4%	84

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,639	4.8%	119
Rented DVD/Blu-ray/30 days: from netflix.com	9,860	13.1%	113
Rented/purch DVD/Blu-ray/30 days: from Redbox	16,082	21.3%	113
HH owns ATV/UTV	1,258	3.2%	64
Bought any children`s toy/game in last 12 months	24,373	32.3%	100
Spent on toys/games for child last 12 months: <\$50	4,317	5.7%	97
Spent on toys/games for child last 12 months: \$50-99	1,946	2.6%	95
Spent on toys/games for child last 12 months: \$100-199	4,440	5.9%	93
Spent on toys/games for child last 12 months: \$200-499	7,151	9.5%	103
Spent on toys/games for child last 12 months: \$500+	3,837	5.1%	107
Bought any toys/games online in last 12 months	6,008	8.0%	112
Bought infant toy in last 12 months	5,444	7.2%	108
Bought pre-school toy in last 12 months	5,091	6.7%	99
Bought for child last 12 months: boy action figure	5,218	6.9%	95
Bought for child last 12 months: girl action figure	2,398	3.2%	104
Bought for child last 12 months: action game	1,745	2.3%	91
Bought for child last 12 months: bicycle	4,977	6.6%	98
Bought for child last 12 months: board game	7,632	10.1%	102
Bought for child last 12 months: builder set	3,302	4.4%	102
Bought for child last 12 months: car	6,802	9.0%	99
Bought for child last 12 months: construction toy	3,433	4.5%	94
Bought for child last 12 months: fashion doll	3,218	4.3%	93
Bought for child last 12 months: large/baby doll	4,882	6.5%	97
Bought for child last 12 months: doll accessories	2,801	3.7%	102
Bought for child last 12 months: doll clothing	2,892	3.8%	102
Bought for child last 12 months: educational toy	8,903	11.8%	103
Bought for child last 12 months: electronic doll/animal	1,829	2.4%	94
Bought for child last 12 months: electronic game	5,926	7.8%	101
Bought for child last 12 months: mechanical toy	2,502	3.3%	95
Bought for child last 12 months: model kit/set	1,800	2.4%	97
Bought for child last 12 months: plush doll/animal	5,550	7.3%	100
Bought for child last 12 months: sound game	1,490	2.0%	100
Bought for child last 12 months: water toy	6,837	9.0%	99
Bought for child last 12 months: word game	2,195	2.9%	97

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Bought digital book in last 12 months	11,975	15.8%	120
Bought hardcover book in last 12 months	17,885	23.7%	113
Bought paperback book in last 12 months	26,067	34.5%	110
Bought 1-3 books in last 12 months	15,285	20.2%	104
Bought 4-6 books in last 12 months	9,047	12.0%	113
Bought 7+ books in last 12 months	14,624	19.4%	113
Bought book (fiction) in last 12 months	23,400	31.0%	113
Bought book (non-fiction) in last 12 months	19,361	25.6%	112
Bought biography in last 12 months	6,170	8.2%	111
Bought children`s book in last 12 months	7,161	9.5%	105
Bought cookbook in last 12 months	6,263	8.3%	101
Bought history book in last 12 months	6,975	9.2%	116
Bought mystery book in last 12 months	8,935	11.8%	106
Bought novel in last 12 months	13,691	18.1%	116
Bought religious book (not bible) in last 12 mo	4,977	6.6%	100
Bought romance book in last 12 months	5,508	7.3%	97
Bought science fiction book in last 12 months	4,984	6.6%	120
Bought personal/business self-help book last 12 months	5,421	7.2%	124
Bought travel book in last 12 months	1,905	2.5%	120
Bought book online in last 12 months	17,584	23.3%	120
Bought book last 12 months: amazon.com	15,916	21.1%	121
Bought book last 12 months: barnes&noble.com	2,643	3.5%	116
Bought book last 12 months: Barnes & Noble book store	12,852	17.0%	116
Bought book last 12 months: other book store (not B&N)	9,112	12.1%	105
Bought book last 12 months: mail order	1,617	2.1%	94
Listened to/purchased audiobook in last 6 months	4,085	5.4%	123

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