



# Sports and Leisure Market Potential

Sample

**Proposed Location**  
**100 S Wacker Dr, Chicago, IL 60606-4006**  
**Ring: 1 mile radius**

**Latitude: 41.8805**  
**Longitude: -87.63715**

Demographic Summary	2010	2015
Population	45,534	50,151
Population 18+	41,624	45,715
Households	24,338	26,808
Median Household Income	\$81,441	\$100,632

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	6,163	14.8%	157
Participated in archery	678	1.6%	71
Participated in auto racing	507	1.2%	58
Participated in backpacking/hiking	6,290	15.1%	194
Participated in baseball	2,469	5.9%	119
Participated in basketball	4,266	10.2%	116
Participated in bicycling (mountain)	2,649	6.4%	166
Participated in bicycling (road)	6,724	16.2%	177
Participated in boating (power)	2,164	5.2%	90
Participated in bowling	6,121	14.7%	137
Participated in canoeing/kayaking	2,733	6.6%	153
Participated in downhill skiing	3,675	8.8%	303
Participated in fishing (fresh water)	3,269	7.9%	58
Participated in fishing (salt water)	1,831	4.4%	105
Participated in football	2,755	6.6%	114
Participated in Frisbee	3,726	9.0%	189
Participated in golf	5,089	12.2%	120
Play golf < once a month	2,250	5.4%	146
Play golf 1+ times a month	2,012	4.8%	90
Participated in horseback riding	1,214	2.9%	104
Participated in hunting with rifle	627	1.5%	31
Participated in hunting with shotgun	453	1.1%	27
Participated in ice skating	2,506	6.0%	231
Participated in jogging/running	8,572	20.6%	223
Participated in martial art	925	2.2%	162
Participated in motorcycling	1,398	3.4%	93
Participated in Pilates	3,217	7.7%	225
Participated in roller blading/in-line skating	1,665	4.0%	164
Participated in snorkeling/skin diving	1,690	4.1%	183
Participated in snowboarding	2,110	5.1%	309
Participated in soccer	3,601	8.7%	219
Participated in softball	1,780	4.3%	115
Participated in swimming	9,618	23.1%	129
Participated in target shooting	1,054	2.5%	64
Participated in tennis	4,632	11.1%	268
Participated in volleyball	1,876	4.5%	140
Participated in walking for exercise	12,975	31.2%	113
Participated in weight lifting	9,304	22.4%	180
Participated in yoga	5,211	12.5%	247
Spent on high end sports/recreation equipment/12 mo: <\$250	2,374	5.7%	143
Spent on high end sports/recreation equipment/12 mo: \$250+	1,307	3.1%	83
Attend sports event: auto racing (NASCAR)	2,166	5.2%	84
Attend sports event: auto racing (not NASCAR)	1,586	3.8%	75
Attend sports event: baseball game	7,684	18.5%	140

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	3,253	7.8%	114
Attend sports event: basketball game (pro)	4,131	9.9%	139
Attend sports event: football game (college)	4,094	9.8%	111
Attend sports event: football-Monday night game (pro)	2,518	6.0%	127
Attend sports event: football-weekend game (pro)	4,984	12.0%	153
Attend sports event: golf tournament	1,944	4.7%	110
Attend sports event: ice hockey game	2,942	7.1%	130
Attend sports event: soccer game	2,892	6.9%	137
Attend sports event: tennis match	2,610	6.3%	173
Attended adult education course in last 12 months	3,314	8.0%	122
Attended auto show in last 12 months	4,205	10.1%	123
Went to bar/night club in last 12 months	15,413	37.0%	202
Went to beach in last 12 months	14,282	34.3%	145
Attended dance performance in last 12 months	4,024	9.7%	231
Danced/went dancing in last 12 months	7,018	16.9%	183
Dined out in last 12 months	24,350	58.5%	120
Dine out < once a month	1,648	4.0%	91
Dine out once a month	1,962	4.7%	76
Dine out 2-3 times a month	4,495	10.8%	96
Dine out once a week	6,741	16.2%	141
Dine out 2+ times per week	7,207	17.3%	170
Gambled at casino in last 12 months	7,739	18.6%	116
Gambled at casino 6+ times in last 12 months	641	1.5%	58
Gambled in Atlantic City in last 12 months	1,492	3.6%	131
Gambled in Las Vegas in last 12 months	3,593	8.6%	187
Attended horse races in last 12 months	1,872	4.5%	161
Attended movies in last 6 months	29,866	71.8%	123
Attended movies in last 90 days: < once a month	14,850	35.7%	113
Attended movies in last 90 days: once a month	5,946	14.3%	142
Attended movies in last 90 days: 2-3 times a month	4,546	10.9%	165
Attended movies in last 90 days: once/week or more	1,294	3.1%	114
Prefer to see movie after second week of release	12,051	29.0%	121
Went to museum in last 12 months	11,633	27.9%	231
Attended country music performance in last 12 mo	1,154	2.8%	54
Attended rock music performance in last 12 months	9,354	22.5%	226
Attended classical music/opera performance/12 mo	4,921	11.8%	244
Went to live theater in last 12 months	8,810	21.2%	168
Visited a theme park in last 12 months	9,570	23.0%	103
Visited Disneyland (CA) in last 12 months	1,662	4.0%	127
Visited Disney World (FL)/12 mo: Animal Kingdom	988	2.4%	97
Visited Disney World (FL)/12 mo: Epcot Center	1,305	3.1%	109
Visited Disney World (FL)/12 mo: Magic Kingdom	1,383	3.3%	95
Visited any Sea World in last 12 months	2,368	5.7%	173
Visited any Six Flags in last 12 months	3,011	7.2%	117
Went to zoo in last 12 months	6,918	16.6%	135
Played backgammon in last 12 months	999	2.4%	137
Participated in book club in last 12 months	1,650	4.0%	132
Played billiards/pool in last 12 months	7,298	17.5%	184
Played bingo in last 12 months	916	2.2%	50

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	1,752	4.2%	70
Played board game in last 12 months	9,491	22.8%	134
Played cards in last 12 months	9,384	22.5%	103
Played chess in last 12 months	2,803	6.7%	193
Cooked for fun in last 12 months	11,086	26.6%	135
Did crossword puzzle in last 12 months	7,272	17.5%	123
Participated in fantasy sports league last 12 mo	2,275	5.5%	187
Flew a kite in last 12 months	1,200	2.9%	110
Did furniture refinishing in last 12 months	1,085	2.6%	82
Did indoor gardening/plant care in last 12 months	3,945	9.5%	93
Participated in karaoke in last 12 months	2,774	6.7%	162
Bought lottery ticket in last 12 months	12,660	30.4%	87
Bought lottery ticket in last 12 mo: Daily Drawing	1,905	4.6%	91
Bought lottery ticket in last 12 mo: Instant Game	5,019	12.1%	73
Bought lottery ticket in last 12 mo: Lotto Drawing	8,093	19.4%	89
Played lottery: <2 times in last 30 days	6,291	15.1%	129
Played lottery: 2-5 times in last 30 days	3,571	8.6%	73
Played lottery: 6+ times in last 30 days	2,799	6.7%	59
Played musical instrument in last 12 months	5,735	13.8%	179
Did painting/drawing in last 12 months	4,937	11.9%	178
Did photography in last 12 months	8,290	19.9%	154
Read book in last 12 months	20,337	48.9%	125
Participated in trivia games in last 12 months	3,829	9.2%	154
Played video game in last 12 months	5,754	13.8%	119
Did woodworking in last 12 months	1,669	4.0%	86
Participated in word games in last 12 months	4,597	11.0%	117
Member of AARP	4,677	11.2%	73
Member of business club	1,931	4.6%	214
Member of charitable organization	3,355	8.1%	127
Member of church board	1,060	2.5%	59
Member of fraternal order	1,659	4.0%	104
Member of religious club	1,774	4.3%	64
Member of school or college board	1,083	2.6%	151
Member of union	1,628	3.9%	72
Member of veterans club	834	2.0%	56
Bought any children's toy/game in last 12 months	11,341	27.2%	79
Spent on toys/games in last 12 months: <\$50	1,704	4.1%	65
Spent on toys/games in last 12 months: \$50-99	789	1.9%	69
Spent on toys/games in last 12 months: \$100-199	2,223	5.3%	75
Spent on toys/games in last 12 months: \$200-499	3,650	8.8%	84
Spent on toys/games in last 12 months: \$500+	1,860	4.5%	81
Bought infant toy in last 12 months	2,557	6.1%	75
Bought pre-school toy in last 12 months	3,182	7.6%	91
Spent on toys/games (for child <6)/12 mo: <\$100	2,546	6.1%	92
Spent on toys/games (for child <6)/12 mo: \$100-199	2,546	6.1%	92
Spent on toys/games (for child <6)/12 mo: \$200+	3,005	7.2%	96
Bought for child in last 12 mo: boy action figure	2,446	5.9%	74
Bought for child in last 12 mo: girl action figure	1,454	3.5%	111
Bought for child in last 12 mo: bicycle	4,215	10.1%	84
Bought for child in last 12 mo: board game	4,215	10.1%	84
Bought for child in last 12 mo: builder set	1,070	2.6%	73

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Bought for child in last 12 mo: car	1,955	4.7%	51
Bought for child in last 12 mo: construction toy	1,165	2.8%	55
Bought for child in last 12 mo: large/baby doll	2,450	5.9%	88
Bought for child in last 12 mo: fashion doll	2,234	5.4%	99
Bought for child in last 12 mo: plush doll/animal	2,582	6.2%	75
Bought for child in last 12 mo: doll accessories	1,366	3.3%	81
Bought for child in last 12 mo: doll clothing	1,502	3.6%	86
Bought for child in last 12 mo: educational toy	4,576	11.0%	78
Bought for child in last 12 mo: electronic game	2,681	6.4%	70
Bought for child in last 12 mo: mechanical toy	989	2.4%	59
Bought for child in last 12 mo: model kit/set	769	1.8%	70
Bought for child in last 12 mo: sound game	823	2.0%	70
Bought for child in last 12 mo: water toy	2,395	5.8%	61
Bought for child in last 12 mo: word game	1,247	3.0%	80
Bought book in last 12 months	26,293	63.2%	128
Bought 1-3 books in last 12 months	8,288	19.9%	103
Bought 4-9 books in last 12 months	9,463	22.7%	146
Bought 10+ books in last 12 months	8,529	20.5%	140
Bought paperback book in last 12 months	21,623	51.9%	139
Bought <3 paperback books in last 12 months	6,447	15.5%	122
Bought 3-6 paperback books in last 12 months	8,370	20.1%	153
Bought 7+ paperback books in last 12 months	6,825	16.4%	142
Bought hardcover book in last 12 months	16,526	39.7%	143
Bought <3 hardcover books in last 12 months	6,696	16.1%	134
Bought 3-5 hardcover books in last 12 months	5,220	12.5%	157
Bought 6+ hardcover books in last 12 months	4,628	11.1%	141
Bought book (fiction) in last 12 months	15,381	37.0%	133
Bought book (non-fiction) in last 12 months	17,331	41.6%	162
Bought biography in last 12 months	6,778	16.3%	231
Bought children's book in last 12 months	3,652	8.8%	69
Bought cookbook in last 12 months	5,666	13.6%	124
Bought desk dictionary in last 12 months	1,011	2.4%	109
Bought history book in last 12 months	6,237	15.0%	194
Bought mystery book in last 12 months	4,983	12.0%	103
Bought personal/business self-help book last 12 mo	5,762	13.8%	190
Bought religious book (not bible) last 12 months	2,733	6.6%	82
Bought romance book in last 12 months	2,430	5.8%	92
Bought science fiction book in last 12 months	2,307	5.5%	134
Bought book through book club in last 12 months	1,586	3.8%	79
Bought book at book store in last 12 months	20,077	48.2%	147
Bought book at Barnes & Noble in last 12 months	13,984	33.6%	176
Bought book at Borders in last 12 months	7,539	18.1%	168
Bought book at convenience store in last 12 months	581	1.4%	65
Bought book at department store in last 12 months	2,139	5.1%	67
Bought book at drug store in last 12 months	1,274	3.1%	140
Bought book through Internet in last 12 mo	8,639	20.8%	226
Bought book through mail order in last 12 months	1,599	3.8%	108
Bought book at supermarket in last 12 months	1,328	3.2%	64
Bought book at warehouse store in last 12 months	2,054	4.9%	82

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Sample

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**100 S Wacker Dr, Chicago, IL 60606-4006**  
**Ring: 3 miles radius**

**Latitude: 41.8805**  
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Demographic Summary	2010	2015
Population	343,403	353,272
Population 18+	282,025	291,172
Households	164,537	170,130
Median Household Income	\$62,261	\$76,838

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	34,576	12.3%	130
Participated in archery	4,965	1.8%	77
Participated in auto racing	3,826	1.4%	65
Participated in backpacking/hiking	31,510	11.2%	143
Participated in baseball	15,910	5.6%	113
Participated in basketball	27,099	9.6%	109
Participated in bicycling (mountain)	13,809	4.9%	127
Participated in bicycling (road)	34,191	12.1%	133
Participated in boating (power)	11,799	4.2%	72
Participated in bowling	33,510	11.9%	110
Participated in canoeing/kayaking	14,359	5.1%	119
Participated in downhill skiing	16,173	5.7%	197
Participated in fishing (fresh water)	20,272	7.2%	53
Participated in fishing (salt water)	11,502	4.1%	98
Participated in football	16,395	5.8%	100
Participated in Frisbee	20,496	7.3%	153
Participated in golf	26,915	9.5%	94
Play golf < once a month	11,456	4.1%	109
Play golf 1+ times a month	11,783	4.2%	78
Participated in horseback riding	7,314	2.6%	92
Participated in hunting with rifle	5,783	2.1%	42
Participated in hunting with shotgun	4,501	1.6%	39
Participated in ice skating	11,838	4.2%	161
Participated in jogging/running	43,069	15.3%	165
Participated in martial art	5,526	2.0%	143
Participated in motorcycling	8,274	2.9%	82
Participated in Pilates	15,196	5.4%	157
Participated in roller blading/in-line skating	9,259	3.3%	135
Participated in snorkeling/skin diving	8,817	3.1%	141
Participated in snowboarding	10,409	3.7%	225
Participated in soccer	20,584	7.3%	185
Participated in softball	10,886	3.9%	104
Participated in swimming	52,753	18.7%	105
Participated in target shooting	6,869	2.4%	62
Participated in tennis	20,690	7.3%	177
Participated in volleyball	11,161	4.0%	123
Participated in walking for exercise	76,837	27.2%	99
Participated in weight lifting	46,790	16.6%	134
Participated in yoga	26,977	9.6%	188
Spent on high end sports/recreation equipment/12 mo: <\$250	12,656	4.5%	113
Spent on high end sports/recreation equipment/12 mo: \$250+	8,746	3.1%	82
Attend sports event: auto racing (NASCAR)	13,395	4.7%	76
Attend sports event: auto racing (not NASCAR)	10,919	3.9%	77
Attend sports event: baseball game	41,838	14.8%	113

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	19,146	6.8%	99
Attend sports event: basketball game (pro)	24,913	8.8%	123
Attend sports event: football game (college)	22,333	7.9%	89
Attend sports event: football-Monday night game (pro)	13,961	5.0%	104
Attend sports event: football-weekend game (pro)	25,167	8.9%	114
Attend sports event: golf tournament	10,926	3.9%	91
Attend sports event: ice hockey game	15,976	5.7%	104
Attend sports event: soccer game	17,673	6.3%	124
Attend sports event: tennis match	13,730	4.9%	135
Attended adult education course in last 12 months	20,754	7.4%	113
Attended auto show in last 12 months	24,635	8.7%	107
Went to bar/night club in last 12 months	72,607	25.7%	140
Went to beach in last 12 months	80,381	28.5%	121
Attended dance performance in last 12 months	19,664	7.0%	167
Danced/went dancing in last 12 months	39,153	13.9%	151
Dined out in last 12 months	138,861	49.2%	101
Dine out < once a month	10,644	3.8%	87
Dine out once a month	12,953	4.6%	74
Dine out 2-3 times a month	28,012	9.9%	89
Dine out once a week	36,293	12.9%	112
Dine out 2+ times per week	36,936	13.1%	129
Gambled at casino in last 12 months	45,247	16.0%	100
Gambled at casino 6+ times in last 12 months	5,178	1.8%	69
Gambled in Atlantic City in last 12 months	10,389	3.7%	135
Gambled in Las Vegas in last 12 months	20,111	7.1%	154
Attended horse races in last 12 months	9,833	3.5%	124
Attended movies in last 6 months	184,028	65.3%	112
Attended movies in last 90 days: < once a month	90,985	32.3%	103
Attended movies in last 90 days: once a month	34,934	12.4%	123
Attended movies in last 90 days: 2-3 times a month	26,820	9.5%	144
Attended movies in last 90 days: once/week or more	10,196	3.6%	132
Prefer to see movie after second week of release	73,511	26.1%	109
Went to museum in last 12 months	57,577	20.4%	168
Attended country music performance in last 12 mo	8,463	3.0%	58
Attended rock music performance in last 12 months	44,299	15.7%	158
Attended classical music/opera performance/12 mo	23,974	8.5%	176
Went to live theater in last 12 months	45,982	16.3%	130
Visited a theme park in last 12 months	63,398	22.5%	101
Visited Disneyland (CA) in last 12 months	13,621	4.8%	153
Visited Disney World (FL)/12 mo: Animal Kingdom	6,230	2.2%	91
Visited Disney World (FL)/12 mo: Epcot Center	8,080	2.9%	100
Visited Disney World (FL)/12 mo: Magic Kingdom	8,907	3.2%	91
Visited any Sea World in last 12 months	12,222	4.3%	131
Visited any Six Flags in last 12 months	23,086	8.2%	133
Went to zoo in last 12 months	38,930	13.8%	112
Played backgammon in last 12 months	6,230	2.2%	126
Participated in book club in last 12 months	10,378	3.7%	122
Played billiards/pool in last 12 months	35,621	12.6%	133
Played bingo in last 12 months	9,102	3.2%	73

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	10,594	3.8%	62
Played board game in last 12 months	48,957	17.4%	102
Played cards in last 12 months	56,080	19.9%	91
Played chess in last 12 months	14,998	5.3%	152
Cooked for fun in last 12 months	62,572	22.2%	112
Did crossword puzzle in last 12 months	39,729	14.1%	99
Participated in fantasy sports league last 12 mo	10,922	3.9%	132
Flew a kite in last 12 months	7,813	2.8%	105
Did furniture refinishing in last 12 months	7,847	2.8%	87
Did indoor gardening/plant care in last 12 months	24,409	8.7%	85
Participated in karaoke in last 12 months	15,825	5.6%	137
Bought lottery ticket in last 12 months	90,206	32.0%	92
Bought lottery ticket in last 12 mo: Daily Drawing	17,994	6.4%	127
Bought lottery ticket in last 12 mo: Instant Game	36,542	13.0%	78
Bought lottery ticket in last 12 mo: Lotto Drawing	53,840	19.1%	88
Played lottery: <2 times in last 30 days	37,746	13.4%	114
Played lottery: 2-5 times in last 30 days	28,933	10.3%	88
Played lottery: 6+ times in last 30 days	24,481	8.7%	76
Played musical instrument in last 12 months	28,818	10.2%	133
Did painting/drawing in last 12 months	27,940	9.9%	148
Did photography in last 12 months	43,173	15.3%	119
Read book in last 12 months	112,210	39.8%	102
Participated in trivia games in last 12 months	21,005	7.4%	124
Played video game in last 12 months	34,626	12.3%	106
Did woodworking in last 12 months	10,061	3.6%	76
Participated in word games in last 12 months	25,073	8.9%	94
Member of AARP	29,660	10.5%	68
Member of business club	8,816	3.1%	144
Member of charitable organization	18,495	6.6%	103
Member of church board	8,167	2.9%	67
Member of fraternal order	9,138	3.2%	85
Member of religious club	13,504	4.8%	72
Member of school or college board	5,777	2.0%	119
Member of union	12,210	4.3%	79
Member of veterans club	6,067	2.2%	60
Bought any children's toy/game in last 12 months	80,430	28.5%	83
Spent on toys/games in last 12 months: <\$50	12,872	4.6%	73
Spent on toys/games in last 12 months: \$50-99	6,089	2.2%	79
Spent on toys/games in last 12 months: \$100-199	18,269	6.5%	91
Spent on toys/games in last 12 months: \$200-499	23,805	8.4%	81
Spent on toys/games in last 12 months: \$500+	12,306	4.4%	79
Bought infant toy in last 12 months	18,750	6.6%	81
Bought pre-school toy in last 12 months	19,501	6.9%	83
Spent on toys/games (for child <6)/12 mo: <\$100	17,464	6.2%	93
Spent on toys/games (for child <6)/12 mo: \$100-199	17,464	6.2%	93
Spent on toys/games (for child <6)/12 mo: \$200+	18,525	6.6%	87
Bought for child in last 12 mo: boy action figure	17,941	6.4%	80
Bought for child in last 12 mo: girl action figure	9,520	3.4%	107
Bought for child in last 12 mo: bicycle	28,207	10.0%	83
Bought for child in last 12 mo: board game	28,207	10.0%	83
Bought for child in last 12 mo: builder set	8,107	2.9%	81

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



Proposed Location  
100 S Wacker Dr, Chicago, IL 60606-4006  
Ring: 3 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	18,122	6.4%	70
Bought for child in last 12 mo: construction toy	10,057	3.6%	70
Bought for child in last 12 mo: large/baby doll	18,128	6.4%	96
Bought for child in last 12 mo: fashion doll	12,574	4.5%	82
Bought for child in last 12 mo: plush doll/animal	17,742	6.3%	76
Bought for child in last 12 mo: doll accessories	9,325	3.3%	82
Bought for child in last 12 mo: doll clothing	10,612	3.8%	89
Bought for child in last 12 mo: educational toy	32,171	11.4%	81
Bought for child in last 12 mo: electronic game	20,562	7.3%	79
Bought for child in last 12 mo: mechanical toy	8,653	3.1%	76
Bought for child in last 12 mo: model kit/set	6,006	2.1%	80
Bought for child in last 12 mo: sound game	8,223	2.9%	103
Bought for child in last 12 mo: water toy	18,590	6.6%	70
Bought for child in last 12 mo: word game	10,218	3.6%	97
Bought book in last 12 months	152,137	53.9%	109
Bought 1-3 books in last 12 months	52,443	18.6%	96
Bought 4-9 books in last 12 months	51,414	18.2%	117
Bought 10+ books in last 12 months	48,251	17.1%	117
Bought paperback book in last 12 months	119,999	42.5%	114
Bought <3 paperback books in last 12 months	37,958	13.5%	106
Bought 3-6 paperback books in last 12 months	44,632	15.8%	121
Bought 7+ paperback books in last 12 months	38,998	13.8%	119
Bought hardcover book in last 12 months	89,927	31.9%	115
Bought <3 hardcover books in last 12 months	37,636	13.3%	111
Bought 3-5 hardcover books in last 12 months	27,441	9.7%	122
Bought 6+ hardcover books in last 12 months	27,275	9.7%	123
Bought book (fiction) in last 12 months	86,065	30.5%	110
Bought book (non-fiction) in last 12 months	92,299	32.7%	128
Bought biography in last 12 months	33,739	12.0%	170
Bought children's book in last 12 months	29,132	10.3%	82
Bought cookbook in last 12 months	32,303	11.5%	104
Bought desk dictionary in last 12 months	7,753	2.7%	123
Bought history book in last 12 months	33,309	11.8%	153
Bought mystery book in last 12 months	30,122	10.7%	92
Bought personal/business self-help book last 12 mo	29,767	10.6%	145
Bought religious book (not bible) last 12 months	17,909	6.4%	80
Bought romance book in last 12 months	16,722	5.9%	93
Bought science fiction book in last 12 months	13,544	4.8%	116
Bought book through book club in last 12 months	11,937	4.2%	87
Bought book at book store in last 12 months	111,063	39.4%	120
Bought book at Barnes & Noble in last 12 months	71,880	25.5%	134
Bought book at Borders in last 12 months	41,647	14.8%	137
Bought book at convenience store in last 12 months	5,444	1.9%	90
Bought book at department store in last 12 months	13,809	4.9%	64
Bought book at drug store in last 12 months	7,994	2.8%	129
Bought book through Internet in last 12 mo	45,132	16.0%	175
Bought book through mail order in last 12 months	9,573	3.4%	95
Bought book at supermarket in last 12 months	11,154	4.0%	80
Bought book at warehouse store in last 12 months	13,805	4.9%	82

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2010 and 2015.



# Sports and Leisure Market Potential

Sample

**Proposed Location**  
**100 S Wacker Dr, Chicago, IL 60606-4006**  
**Ring: 5 miles radius**

**Latitude: 41.8805**  
**Longitude: -87.63715**

Demographic Summary	2010	2015
Population	865,089	875,185
Population 18+	674,443	684,584
Households	359,150	364,685
Median Household Income	\$54,674	\$66,148

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	75,028	11.1%	118
Participated in archery	10,969	1.6%	71
Participated in auto racing	9,267	1.4%	66
Participated in backpacking/hiking	65,466	9.7%	125
Participated in baseball	38,249	5.7%	114
Participated in basketball	65,835	9.8%	111
Participated in bicycling (mountain)	30,019	4.5%	116
Participated in bicycling (road)	70,359	10.4%	115
Participated in boating (power)	26,232	3.9%	67
Participated in bowling	73,829	10.9%	102
Participated in canoeing/kayaking	29,900	4.4%	104
Participated in downhill skiing	31,884	4.7%	162
Participated in fishing (fresh water)	47,441	7.0%	52
Participated in fishing (salt water)	26,912	4.0%	95
Participated in football	40,344	6.0%	103
Participated in Frisbee	42,813	6.3%	134
Participated in golf	56,436	8.4%	82
Play golf < once a month	23,400	3.5%	93
Play golf 1+ times a month	25,295	3.8%	70
Participated in horseback riding	15,385	2.3%	81
Participated in hunting with rifle	14,983	2.2%	46
Participated in hunting with shotgun	12,100	1.8%	44
Participated in ice skating	24,570	3.6%	140
Participated in jogging/running	88,664	13.1%	142
Participated in martial art	12,260	1.8%	133
Participated in motorcycling	19,306	2.9%	80
Participated in Pilates	31,715	4.7%	137
Participated in roller blading/in-line skating	19,717	2.9%	120
Participated in snorkeling/skin diving	18,400	2.7%	123
Participated in snowboarding	21,361	3.2%	193
Participated in soccer	47,476	7.0%	178
Participated in softball	25,096	3.7%	100
Participated in swimming	110,470	16.4%	92
Participated in target shooting	17,145	2.5%	65
Participated in tennis	42,258	6.3%	151
Participated in volleyball	25,612	3.8%	118
Participated in walking for exercise	165,413	24.5%	89
Participated in weight lifting	94,674	14.0%	113
Participated in yoga	53,936	8.0%	158
Spent on high end sports/recreation equipment/12 mo: <\$250	28,055	4.2%	105
Spent on high end sports/recreation equipment/12 mo: \$250+	20,229	3.0%	79
Attend sports event: auto racing (NASCAR)	32,684	4.8%	78
Attend sports event: auto racing (not NASCAR)	27,010	4.0%	79
Attend sports event: baseball game	90,242	13.4%	102

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Proposed Location  
100 S Wacker Dr, Chicago, IL 60606-4006  
Ring: 5 miles radius

Latitude: 41.8805  
Longitude: -87.63715

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	45,347	6.7%	98
Attend sports event: basketball game (pro)	58,373	8.7%	121
Attend sports event: football game (college)	50,283	7.5%	84
Attend sports event: football-Monday night game (pro)	33,990	5.0%	106
Attend sports event: football-weekend game (pro)	55,938	8.3%	106
Attend sports event: golf tournament	26,112	3.9%	91
Attend sports event: ice hockey game	36,138	5.4%	99
Attend sports event: soccer game	41,824	6.2%	122
Attend sports event: tennis match	31,699	4.7%	130
Attended adult education course in last 12 months	46,084	6.8%	105
Attended auto show in last 12 months	57,084	8.5%	103
Went to bar/night club in last 12 months	152,028	22.5%	123
Went to beach in last 12 months	172,647	25.6%	108
Attended dance performance in last 12 months	41,578	6.2%	148
Danced/went dancing in last 12 months	89,283	13.2%	144
Dined out in last 12 months	301,150	44.7%	91
Dine out < once a month	24,913	3.7%	85
Dine out once a month	30,204	4.5%	72
Dine out 2-3 times a month	60,011	8.9%	79
Dine out once a week	77,370	11.5%	100
Dine out 2+ times per week	78,636	11.7%	115
Gambled at casino in last 12 months	105,583	15.7%	97
Gambled at casino 6+ times in last 12 months	13,577	2.0%	76
Gambled in Atlantic City in last 12 months	24,953	3.7%	136
Gambled in Las Vegas in last 12 months	45,796	6.8%	147
Attended horse races in last 12 months	22,193	3.3%	117
Attended movies in last 6 months	429,289	63.7%	109
Attended movies in last 90 days: < once a month	206,706	30.6%	97
Attended movies in last 90 days: once a month	75,124	11.1%	111
Attended movies in last 90 days: 2-3 times a month	61,930	9.2%	139
Attended movies in last 90 days: once/week or more	26,535	3.9%	144
Prefer to see movie after second week of release	164,894	24.4%	102
Went to museum in last 12 months	113,929	16.9%	139
Attended country music performance in last 12 mo	19,466	2.9%	56
Attended rock music performance in last 12 months	88,184	13.1%	132
Attended classical music/opera performance/12 mo	48,041	7.1%	147
Went to live theater in last 12 months	94,436	14.0%	111
Visited a theme park in last 12 months	152,148	22.6%	102
Visited Disneyland (CA) in last 12 months	34,720	5.1%	163
Visited Disney World (FL)/12 mo: Animal Kingdom	13,726	2.0%	83
Visited Disney World (FL)/12 mo: Epcot Center	17,412	2.6%	90
Visited Disney World (FL)/12 mo: Magic Kingdom	19,722	2.9%	84
Visited any Sea World in last 12 months	27,668	4.1%	124
Visited any Six Flags in last 12 months	59,965	8.9%	144
Went to zoo in last 12 months	84,520	12.5%	102
Played backgammon in last 12 months	13,570	2.0%	115
Participated in book club in last 12 months	22,956	3.4%	113
Played billiards/pool in last 12 months	76,673	11.4%	119
Played bingo in last 12 months	23,386	3.5%	79

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# Sports and Leisure Market Potential

Sample

**Proposed Location**  
**100 S Wacker Dr, Chicago, IL 60606-4006**  
**Ring: 5 miles radius**

**Latitude: 41.8805**  
**Longitude: -87.63715**

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	24,534	3.6%	60
Played board game in last 12 months	104,827	15.5%	91
Played cards in last 12 months	128,184	19.0%	87
Played chess in last 12 months	33,708	5.0%	143
Cooked for fun in last 12 months	134,682	20.0%	101
Did crossword puzzle in last 12 months	86,168	12.8%	90
Participated in fantasy sports league last 12 mo	23,464	3.5%	119
Flew a kite in last 12 months	17,658	2.6%	100
Did furniture refinishing in last 12 months	18,281	2.7%	85
Did indoor gardening/plant care in last 12 months	54,814	8.1%	80
Participated in karaoke in last 12 months	35,247	5.2%	127
Bought lottery ticket in last 12 months	216,499	32.1%	92
Bought lottery ticket in last 12 mo: Daily Drawing	46,364	6.9%	137
Bought lottery ticket in last 12 mo: Instant Game	89,361	13.2%	80
Bought lottery ticket in last 12 mo: Lotto Drawing	122,070	18.1%	83
Played lottery: <2 times in last 30 days	87,492	13.0%	110
Played lottery: 2-5 times in last 30 days	70,325	10.4%	89
Played lottery: 6+ times in last 30 days	62,249	9.2%	81
Played musical instrument in last 12 months	60,468	9.0%	116
Did painting/drawing in last 12 months	58,669	8.7%	130
Did photography in last 12 months	87,804	13.0%	101
Read book in last 12 months	240,624	35.7%	92
Participated in trivia games in last 12 months	46,127	6.8%	114
Played video game in last 12 months	81,663	12.1%	104
Did woodworking in last 12 months	22,884	3.4%	73
Participated in word games in last 12 months	56,020	8.3%	88
Member of AARP	66,363	9.8%	64
Member of business club	18,148	2.7%	124
Member of charitable organization	37,894	5.6%	88
Member of church board	20,328	3.0%	70
Member of fraternal order	19,728	2.9%	77
Member of religious club	31,865	4.7%	71
Member of school or college board	13,358	2.0%	115
Member of union	28,422	4.2%	77
Member of veterans club	13,769	2.0%	57
Bought any children's toy/game in last 12 months	197,058	29.2%	85
Spent on toys/games in last 12 months: <\$50	34,209	5.1%	81
Spent on toys/games in last 12 months: \$50-99	15,191	2.3%	82
Spent on toys/games in last 12 months: \$100-199	45,676	6.8%	95
Spent on toys/games in last 12 months: \$200-499	56,082	8.3%	80
Spent on toys/games in last 12 months: \$500+	27,278	4.0%	73
Bought infant toy in last 12 months	44,925	6.7%	81
Bought pre-school toy in last 12 months	44,699	6.6%	79
Spent on toys/games (for child <6)/12 mo: <\$100	42,876	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$100-199	42,876	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	41,339	6.1%	81
Bought for child in last 12 mo: boy action figure	43,908	6.5%	82
Bought for child in last 12 mo: girl action figure	23,550	3.5%	111
Bought for child in last 12 mo: bicycle	64,015	9.5%	79
Bought for child in last 12 mo: board game	64,015	9.5%	79
Bought for child in last 12 mo: builder set	19,556	2.9%	82

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# Sports and Leisure Market Potential

Sample

**Proposed Location**  
**100 S Wacker Dr, Chicago, IL 60606-4006**  
**Ring: 5 miles radius**

**Latitude: 41.8805**  
**Longitude: -87.63715**

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	48,728	7.2%	79
Bought for child in last 12 mo: construction toy	25,234	3.7%	74
Bought for child in last 12 mo: large/baby doll	49,553	7.3%	110
Bought for child in last 12 mo: fashion doll	31,172	4.6%	85
Bought for child in last 12 mo: plush doll/animal	42,698	6.3%	77
Bought for child in last 12 mo: doll accessories	23,293	3.5%	85
Bought for child in last 12 mo: doll clothing	26,463	3.9%	93
Bought for child in last 12 mo: educational toy	74,965	11.1%	79
Bought for child in last 12 mo: electronic game	50,096	7.4%	80
Bought for child in last 12 mo: mechanical toy	21,209	3.1%	78
Bought for child in last 12 mo: model kit/set	14,016	2.1%	78
Bought for child in last 12 mo: sound game	22,760	3.4%	119
Bought for child in last 12 mo: water toy	45,377	6.7%	72
Bought for child in last 12 mo: word game	26,587	3.9%	105
Bought book in last 12 months	334,620	49.6%	100
Bought 1-3 books in last 12 months	123,002	18.2%	94
Bought 4-9 books in last 12 months	112,602	16.7%	107
Bought 10+ books in last 12 months	98,980	14.7%	100
Bought paperback book in last 12 months	257,028	38.1%	102
Bought <3 paperback books in last 12 months	85,678	12.7%	100
Bought 3-6 paperback books in last 12 months	95,652	14.2%	108
Bought 7+ paperback books in last 12 months	81,758	12.1%	105
Bought hardcover book in last 12 months	192,080	28.5%	103
Bought <3 hardcover books in last 12 months	81,102	12.0%	100
Bought 3-5 hardcover books in last 12 months	59,395	8.8%	110
Bought 6+ hardcover books in last 12 months	57,884	8.6%	109
Bought book (fiction) in last 12 months	180,924	26.8%	97
Bought book (non-fiction) in last 12 months	194,750	28.9%	113
Bought biography in last 12 months	71,421	10.6%	151
Bought children's book in last 12 months	71,468	10.6%	84
Bought cookbook in last 12 months	70,896	10.5%	96
Bought desk dictionary in last 12 months	19,437	2.9%	129
Bought history book in last 12 months	69,900	10.4%	135
Bought mystery book in last 12 months	63,941	9.5%	82
Bought personal/business self-help book last 12 mo	63,518	9.4%	130
Bought religious book (not bible) last 12 months	41,982	6.2%	78
Bought romance book in last 12 months	40,057	5.9%	94
Bought science fiction book in last 12 months	30,379	4.5%	109
Bought book through book club in last 12 months	30,060	4.5%	92
Bought book at book store in last 12 months	235,597	34.9%	106
Bought book at Barnes & Noble in last 12 months	148,894	22.1%	116
Bought book at Borders in last 12 months	87,048	12.9%	120
Bought book at convenience store in last 12 months	15,632	2.3%	108
Bought book at department store in last 12 months	34,237	5.1%	66
Bought book at drug store in last 12 months	18,959	2.8%	128
Bought book through Internet in last 12 mo	89,345	13.2%	144
Bought book through mail order in last 12 months	22,967	3.4%	96
Bought book at supermarket in last 12 months	27,495	4.1%	82
Bought book at warehouse store in last 12 months	30,592	4.5%	76

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