



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 1 Miles

Demographic Summary	2009	2014
Population	13,772	14,622
Population 18+	12,271	13,032
Households	5,974	6,404
Median Household Income	\$35,871	\$36,380

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	1,199	9.8%	104
Participated in archery	332	2.7%	119
Participated in auto racing	323	2.6%	126
Participated in backpacking/hiking	952	7.8%	100
Participated in baseball	664	5.4%	109
Participated in basketball	1,538	12.5%	142
Participated in bicycling (mountain)	613	5.0%	130
Participated in bicycling (road)	1,473	12.0%	132
Participated in boating (power)	778	6.3%	109
Participated in bowling	1,547	12.6%	117
Participated in canoeing/kayaking	773	6.3%	147
Participated in downhill skiing	358	2.9%	100
Participated in fishing (fresh water)	1,703	13.9%	103
Participated in fishing (salt water)	465	3.8%	91
Participated in football	1,133	9.2%	159
Participated in Frisbee	661	5.4%	114
Participated in golf	1,114	9.1%	89
Play golf < once a month	449	3.7%	99
Play golf 1+ times a month	429	3.5%	65
Participated in horseback riding	632	5.2%	183
Participated in hunting with rifle	769	6.3%	130
Participated in hunting with shotgun	488	4.0%	98
Participated in ice skating	411	3.3%	129
Participated in jogging/running	1,500	12.2%	133
Participated in martial art	341	2.8%	203
Participated in motorcycling	535	4.4%	121
Participated in Pilates	513	4.2%	122
Participated in roller blading/in-line skating	541	4.4%	181
Participated in snorkeling/skin diving	308	2.5%	113
Participated in snowboarding	336	2.7%	167
Participated in soccer	661	5.4%	137
Participated in softball	611	5.0%	134
Participated in swimming	2,350	19.2%	107
Participated in target shooting	463	3.8%	96
Participated in tennis	699	5.7%	137
Participated in volleyball	667	5.4%	169
Participated in walking for exercise	2,546	20.7%	75
Participated in yoga	777	6.3%	125
Spent on high end sports/recreation equipment/12 mo: <\$250	693	5.6%	142
Spent on high end sports/recreation equipment/12 mo: \$250+	405	3.3%	87
Attend sports event: auto racing (NASCAR)	846	6.9%	111
Attend sports event: auto racing (not NASCAR)	750	6.1%	121
Attend sports event: baseball game	1,597	13.0%	99

**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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 1 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	1,459	11.9%	174
Attend sports event: basketball game (pro)	949	7.7%	108
Attend sports event: football game (college)	2,131	17.4%	196
Attend sports event: football-Monday night game (pro)	681	5.5%	116
Attend sports event: football-weekend game (pro)	883	7.2%	92
Attend sports event: golf tournament	597	4.9%	114
Attend sports event: ice hockey game	707	5.8%	106
Attend sports event: soccer game	787	6.4%	127
Attend sports event: tennis match	500	4.1%	113
Attended adult education course in last 12 months	734	6.0%	92
Attended auto show in last 12 months	773	6.3%	77
Went to bar/night club in last 12 months	3,184	25.9%	142
Went to beach in last 12 months	2,506	20.4%	86
Attended dance performance in last 12 months	745	6.1%	145
Danced/went dancing in last 12 months	1,983	16.2%	175
Dined out in last 12 months	5,635	45.9%	94
Dine out < once a month	534	4.4%	100
Dine out once a month	760	6.2%	100
Dine out 2-3 times a month	1,189	9.7%	86
Dine out once a week	1,428	11.6%	101
Dine out 2+ times per week	1,235	10.1%	99
Gambled at casino in last 12 months	1,897	15.5%	96
Gambled at casino 6+ times in last 12 months	334	2.7%	102
Gambled in Atlantic City in last 12 months	215	1.8%	64
Gambled in Las Vegas in last 12 months	280	2.3%	49
Attended horse races in last 12 months	258	2.1%	75
Attended movies in last 6 months	7,617	62.1%	106
Attended movies in last 90 days: < once a month	3,902	31.8%	101
Attended movies in last 90 days: once a month	1,442	11.8%	117
Attended movies in last 90 days: 2-3 times a month	1,253	10.2%	155
Attended movies in last 90 days: once/week or more	318	2.6%	95
Prefer to see movie after second week of release	2,635	21.5%	90
Went to museum in last 12 months	1,726	14.1%	116
Attended country music performance in last 12 mo	1,160	9.5%	184
Attended rock music performance in last 12 months	1,685	13.7%	138
Attended classical music/opera performance/12 mo	776	6.3%	131
Went to live theater in last 12 months	1,612	13.1%	105
Visited a theme park in last 12 months	2,519	20.5%	92
Visited Disneyland (CA) in last 12 months	199	1.6%	51
Visited Disney World (FL)/12 mo: Animal Kingdom	300	2.4%	100
Visited Disney World (FL)/12 mo: Epcot Center	319	2.6%	91
Visited Disney World (FL)/12 mo: Magic Kingdom	379	3.1%	89
Visited any Sea World in last 12 months	344	2.8%	85
Visited any Six Flags in last 12 months	854	7.0%	113
Went to zoo in last 12 months	1,680	13.7%	112
Played backgammon in last 12 months	237	1.9%	110
Participated in book club in last 12 months	351	2.9%	95
Played billiards/pool in last 12 months	1,603	13.1%	137
Played bingo in last 12 months	572	4.7%	106

**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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 1 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	690	5.6%	93
Played board game in last 12 months	2,395	19.5%	114
Played cards in last 12 months	3,330	27.1%	124
Played chess in last 12 months	838	6.8%	196
Cooked for fun in last 12 months	2,582	21.0%	106
Did crossword puzzle in last 12 months	1,651	13.5%	94
Participated in fantasy sports league last 12 mo	445	3.6%	124
Flew a kite in last 12 months	434	3.5%	135
Did furniture refinishing in last 12 months	320	2.6%	82
Did indoor gardening/plant care in last 12 months	1,165	9.5%	94
Participated in karaoke in last 12 months	808	6.6%	160
Bought lottery ticket in last 12 months	3,548	28.9%	83
Bought lottery ticket in last 12 mo: Daily Drawing	349	2.8%	57
Bought lottery ticket in last 12 mo: Instant Game	1,996	16.3%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	2,014	16.4%	75
Played lottery: <2 times in last 30 days	1,289	10.5%	89
Played lottery: 2-5 times in last 30 days	1,228	10.0%	86
Played lottery: 6+ times in last 30 days	1,042	8.5%	74
Played musical instrument in last 12 months	1,333	10.9%	141
Did painting/drawing in last 12 months	1,310	10.7%	160
Did photography in last 12 months	1,827	14.9%	115
Read book in last 12 months	4,464	36.4%	93
Participated in trivia games in last 12 months	799	6.5%	109
Played video game in last 12 months	1,965	16.0%	138
Did woodworking in last 12 months	387	3.2%	67
Participated in word games in last 12 months	1,157	9.4%	100
Member of AARP	1,367	11.1%	72
Member of business club	267	2.2%	101
Member of charitable organization	504	4.1%	64
Member of church board	465	3.8%	87
Member of fraternal order	505	4.1%	108
Member of religious club	766	6.2%	94
Member of school or college board	257	2.1%	122
Member of union	337	2.7%	50
Member of veterans club	453	3.7%	103
Bought any children's toy/game in last 12 months	3,523	28.7%	83
Spent on toys/games in last 12 months: <\$50	726	5.9%	94
Spent on toys/games in last 12 months: \$50-99	316	2.6%	94
Spent on toys/games in last 12 months: \$100-199	839	6.8%	96
Spent on toys/games in last 12 months: \$200-499	994	8.1%	78
Spent on toys/games in last 12 months: \$500+	469	3.8%	69
Bought infant toy in last 12 months	846	6.9%	84
Bought pre-school toy in last 12 months	892	7.3%	87
Spent on toys/games (for child <6)/12 mo: <\$100	1,118	9.1%	82
Spent on toys/games (for child <6)/12 mo: \$100-199	729	5.9%	89
Spent on toys/games (for child <6)/12 mo: \$200+	622	5.1%	67
Bought for child in last 12 mo: boy action figure	790	6.4%	81
Bought for child in last 12 mo: girl action figure	413	3.4%	107
Bought for child in last 12 mo: bicycle	785	6.4%	99
Bought for child in last 12 mo: board game	1,309	10.7%	88
Bought for child in last 12 mo: builder set	331	2.7%	76

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 1 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	1,003	8.2%	89
Bought for child in last 12 mo: construction toy	580	4.7%	93
Bought for child in last 12 mo: large/baby doll	900	7.3%	109
Bought for child in last 12 mo: fashion doll	594	4.8%	89
Bought for child in last 12 mo: plush doll/animal	1,031	8.4%	102
Bought for child in last 12 mo: doll accessories	583	4.8%	117
Bought for child in last 12 mo: doll clothing	592	4.8%	114
Bought for child in last 12 mo: educational toy	1,569	12.8%	91
Bought for child in last 12 mo: electronic game	944	7.7%	83
Bought for child in last 12 mo: mechanical toy	473	3.9%	96
Bought for child in last 12 mo: model kit/set	285	2.3%	87
Bought for child in last 12 mo: sound game	569	4.6%	164
Bought for child in last 12 mo: water toy	1,080	8.8%	94
Bought for child in last 12 mo: word game	506	4.1%	110
Bought book in last 12 months	6,303	51.4%	104
Bought 1-3 books in last 12 months	2,408	19.6%	102
Bought 4-9 books in last 12 months	2,136	17.4%	112
Bought 10+ books in last 12 months	1,759	14.3%	98
Bought paperback book in last 12 months	4,934	40.2%	108
Bought <3 paperback books in last 12 months	1,588	12.9%	102
Bought 3-6 paperback books in last 12 months	1,924	15.7%	120
Bought 7+ paperback books in last 12 months	1,422	11.6%	100
Bought hardcover book in last 12 months	3,724	30.3%	110
Bought <3 hardcover books in last 12 months	1,607	13.1%	109
Bought 3-5 hardcover books in last 12 months	1,253	10.2%	128
Bought 6+ hardcover books in last 12 months	966	7.9%	100
Bought book (fiction) in last 12 months	3,657	29.8%	107
Bought book (non-fiction) in last 12 months	3,192	26.0%	102
Bought biography in last 12 months	977	8.0%	113
Bought children's book in last 12 months	1,193	9.7%	77
Bought cookbook in last 12 months	1,329	10.8%	99
Bought desk dictionary in last 12 months	452	3.7%	165
Bought history book in last 12 months	1,320	10.8%	140
Bought mystery book in last 12 months	1,416	11.5%	100
Bought personal/business self-help book last 12 mo	749	6.1%	84
Bought religious book (not bible) last 12 months	730	5.9%	75
Bought romance book in last 12 months	665	5.4%	85
Bought science fiction book in last 12 months	704	5.7%	139
Bought book through book club in last 12 months	418	3.4%	70
Bought book at book store in last 12 months	4,533	36.9%	113
Bought book at Barnes & Noble in last 12 months	2,642	21.5%	113
Bought book at Borders in last 12 months	1,320	10.8%	100
Bought book at convenience store in last 12 months	309	2.5%	118
Bought book at department store in last 12 months	998	8.1%	106
Bought book at drug store in last 12 months	247	2.0%	92
Bought book through Internet in last 12 mo	1,324	10.8%	118
Bought book through mail order in last 12 months	254	2.1%	58
Bought book at supermarket in last 12 months	619	5.0%	102
Bought book at warehouse store in last 12 months	540	4.4%	74

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 3 Miles

Demographic Summary	2009	2014
Population	39,239	44,532
Population 18+	32,689	37,008
Households	15,742	18,033
Median Household Income	\$43,553	\$45,839

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,371	10.3%	110
Participated in archery	869	2.7%	117
Participated in auto racing	716	2.2%	105
Participated in backpacking/hiking	2,991	9.2%	118
Participated in baseball	1,694	5.2%	104
Participated in basketball	3,864	11.8%	134
Participated in bicycling (mountain)	1,739	5.3%	139
Participated in bicycling (road)	3,989	12.2%	134
Participated in boating (power)	2,189	6.7%	116
Participated in bowling	4,045	12.4%	115
Participated in canoeing/kayaking	1,866	5.7%	133
Participated in downhill skiing	1,099	3.4%	116
Participated in fishing (fresh water)	4,597	14.1%	104
Participated in fishing (salt water)	1,214	3.7%	89
Participated in football	2,725	8.3%	143
Participated in Frisbee	1,808	5.5%	117
Participated in golf	3,403	10.4%	102
Play golf < once a month	1,376	4.2%	114
Play golf 1+ times a month	1,526	4.7%	87
Participated in horseback riding	1,346	4.1%	146
Participated in hunting with rifle	1,963	6.0%	124
Participated in hunting with shotgun	1,344	4.1%	101
Participated in ice skating	1,067	3.3%	125
Participated in jogging/running	4,028	12.3%	134
Participated in martial art	758	2.3%	170
Participated in motorcycling	1,352	4.1%	115
Participated in Pilates	1,399	4.3%	125
Participated in roller blading/in-line skating	1,140	3.5%	143
Participated in snorkeling/skin diving	842	2.6%	116
Participated in snowboarding	785	2.4%	146
Participated in soccer	1,535	4.7%	119
Participated in softball	1,452	4.4%	119
Participated in swimming	6,520	19.9%	112
Participated in target shooting	1,382	4.2%	108
Participated in tennis	1,801	5.5%	133
Participated in volleyball	1,452	4.4%	138
Participated in walking for exercise	8,233	25.2%	91
Participated in yoga	2,231	6.8%	135
Spent on high end sports/recreation equipment/12 mo: <\$250	1,700	5.2%	131
Spent on high end sports/recreation equipment/12 mo: \$250+	1,235	3.8%	100
Attend sports event: auto racing (NASCAR)	2,217	6.8%	109
Attend sports event: auto racing (not NASCAR)	1,936	5.9%	117
Attend sports event: baseball game	4,633	14.2%	108

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 3 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	3,389	10.4%	152
Attend sports event: basketball game (pro)	2,579	7.9%	110
Attend sports event: football game (college)	4,868	14.9%	168
Attend sports event: football-Monday night game (pro)	1,811	5.5%	116
Attend sports event: football-weekend game (pro)	2,597	7.9%	101
Attend sports event: golf tournament	1,524	4.7%	109
Attend sports event: ice hockey game	1,983	6.1%	112
Attend sports event: soccer game	1,975	6.0%	119
Attend sports event: tennis match	1,313	4.0%	111
Attended adult education course in last 12 months	2,387	7.3%	112
Attended auto show in last 12 months	2,412	7.4%	90
Went to bar/night club in last 12 months	7,915	24.2%	132
Went to beach in last 12 months	7,462	22.8%	97
Attended dance performance in last 12 months	1,773	5.4%	130
Danced/went dancing in last 12 months	4,518	13.8%	150
Dined out in last 12 months	16,269	49.8%	102
Dine out < once a month	1,403	4.3%	99
Dine out once a month	2,151	6.6%	106
Dine out 2-3 times a month	3,478	10.6%	95
Dine out once a week	4,126	12.6%	110
Dine out 2+ times per week	3,508	10.7%	106
Gambled at casino in last 12 months	5,214	16.0%	99
Gambled at casino 6+ times in last 12 months	890	2.7%	102
Gambled in Atlantic City in last 12 months	645	2.0%	72
Gambled in Las Vegas in last 12 months	1,108	3.4%	73
Attended horse races in last 12 months	786	2.4%	86
Attended movies in last 6 months	20,631	63.1%	108
Attended movies in last 90 days: < once a month	11,080	33.9%	108
Attended movies in last 90 days: once a month	3,792	11.6%	116
Attended movies in last 90 days: 2-3 times a month	2,902	8.9%	135
Attended movies in last 90 days: once/week or more	878	2.7%	98
Prefer to see movie after second week of release	7,854	24.0%	101
Went to museum in last 12 months	4,913	15.0%	124
Attended country music performance in last 12 mo	2,624	8.0%	156
Attended rock music performance in last 12 months	4,260	13.0%	131
Attended classical music/opera performance/12 mo	2,073	6.3%	131
Went to live theater in last 12 months	4,621	14.1%	112
Visited a theme park in last 12 months	7,063	21.6%	97
Visited Disneyland (CA) in last 12 months	589	1.8%	57
Visited Disney World (FL)/12 mo: Animal Kingdom	770	2.4%	97
Visited Disney World (FL)/12 mo: Epcot Center	850	2.6%	91
Visited Disney World (FL)/12 mo: Magic Kingdom	951	2.9%	84
Visited any Sea World in last 12 months	933	2.9%	87
Visited any Six Flags in last 12 months	1,987	6.1%	99
Went to zoo in last 12 months	4,712	14.4%	118
Played backgammon in last 12 months	636	1.9%	111
Participated in book club in last 12 months	1,106	3.4%	113
Played billiards/pool in last 12 months	4,026	12.3%	129
Played bingo in last 12 months	1,443	4.4%	100

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 3 Miles

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Did birdwatching in last 12 months	2,086	6.4%	105
Played board game in last 12 months	6,442	19.7%	115
Played cards in last 12 months	8,542	26.1%	119
Played chess in last 12 months	1,859	5.7%	163
Cooked for fun in last 12 months	7,210	22.1%	112
Did crossword puzzle in last 12 months	4,647	14.2%	100
Participated in fantasy sports league last 12 mo	1,169	3.6%	123
Flew a kite in last 12 months	1,060	3.2%	123
Did furniture refinishing in last 12 months	891	2.7%	85
Did indoor gardening/plant care in last 12 months	3,156	9.7%	95
Participated in karaoke in last 12 months	1,776	5.4%	132
Bought lottery ticket in last 12 months	10,156	31.1%	89
Bought lottery ticket in last 12 mo: Daily Drawing	1,047	3.2%	64
Bought lottery ticket in last 12 mo: Instant Game	5,188	15.9%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	6,246	19.1%	88
Played lottery: <2 times in last 30 days	3,592	11.0%	94
Played lottery: 2-5 times in last 30 days	3,530	10.8%	92
Played lottery: 6+ times in last 30 days	3,053	9.3%	81
Played musical instrument in last 12 months	3,412	10.4%	136
Did painting/drawing in last 12 months	3,071	9.4%	141
Did photography in last 12 months	4,962	15.2%	118
Read book in last 12 months	13,333	40.8%	105
Participated in trivia games in last 12 months	2,137	6.5%	109
Played video game in last 12 months	4,866	14.9%	128
Did woodworking in last 12 months	1,281	3.9%	84
Participated in word games in last 12 months	3,192	9.8%	103
Member of AARP	4,310	13.2%	85
Member of business club	734	2.2%	104
Member of charitable organization	1,945	6.0%	93
Member of church board	1,396	4.3%	98
Member of fraternal order	1,368	4.2%	110
Member of religious club	2,203	6.7%	101
Member of school or college board	612	1.9%	109
Member of union	1,228	3.8%	69
Member of veterans club	1,179	3.6%	100
Bought any children's toy/game in last 12 months	10,104	30.9%	90
Spent on toys/games in last 12 months: <\$50	1,964	6.0%	96
Spent on toys/games in last 12 months: \$50-99	848	2.6%	95
Spent on toys/games in last 12 months: \$100-199	2,372	7.3%	102
Spent on toys/games in last 12 months: \$200-499	2,937	9.0%	87
Spent on toys/games in last 12 months: \$500+	1,441	4.4%	80
Bought infant toy in last 12 months	2,515	7.7%	94
Bought pre-school toy in last 12 months	2,722	8.3%	100
Spent on toys/games (for child <6)/12 mo: <\$100	3,296	10.1%	90
Spent on toys/games (for child <6)/12 mo: \$100-199	1,976	6.0%	91
Spent on toys/games (for child <6)/12 mo: \$200+	2,137	6.5%	87
Bought for child in last 12 mo: boy action figure	2,263	6.9%	87
Bought for child in last 12 mo: girl action figure	1,040	3.2%	101
Bought for child in last 12 mo: bicycle	2,029	6.2%	96
Bought for child in last 12 mo: board game	3,530	10.8%	89
Bought for child in last 12 mo: builder set	989	3.0%	86

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 3 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	2,765	8.5%	93
Bought for child in last 12 mo: construction toy	1,637	5.0%	99
Bought for child in last 12 mo: large/baby doll	2,220	6.8%	101
Bought for child in last 12 mo: fashion doll	1,775	5.4%	100
Bought for child in last 12 mo: plush doll/animal	2,800	8.6%	104
Bought for child in last 12 mo: doll accessories	1,377	4.2%	104
Bought for child in last 12 mo: doll clothing	1,521	4.7%	110
Bought for child in last 12 mo: educational toy	4,540	13.9%	99
Bought for child in last 12 mo: electronic game	2,542	7.8%	84
Bought for child in last 12 mo: mechanical toy	1,327	4.1%	101
Bought for child in last 12 mo: model kit/set	797	2.4%	92
Bought for child in last 12 mo: sound game	1,167	3.6%	126
Bought for child in last 12 mo: water toy	2,968	9.1%	97
Bought for child in last 12 mo: word game	1,238	3.8%	101
Bought book in last 12 months	17,174	52.5%	106
Bought 1-3 books in last 12 months	6,430	19.7%	102
Bought 4-9 books in last 12 months	5,504	16.8%	108
Bought 10+ books in last 12 months	5,239	16.0%	109
Bought paperback book in last 12 months	13,450	41.1%	110
Bought <3 paperback books in last 12 months	4,298	13.1%	104
Bought 3-6 paperback books in last 12 months	4,936	15.1%	115
Bought 7+ paperback books in last 12 months	4,216	12.9%	111
Bought hardcover book in last 12 months	10,003	30.6%	111
Bought <3 hardcover books in last 12 months	4,298	13.1%	109
Bought 3-5 hardcover books in last 12 months	3,166	9.7%	121
Bought 6+ hardcover books in last 12 months	2,743	8.4%	106
Bought book (fiction) in last 12 months	10,065	30.8%	111
Bought book (non-fiction) in last 12 months	9,184	28.1%	110
Bought biography in last 12 months	2,728	8.3%	119
Bought children's book in last 12 months	3,728	11.4%	90
Bought cookbook in last 12 months	3,809	11.7%	106
Bought desk dictionary in last 12 months	974	3.0%	133
Bought history book in last 12 months	3,356	10.3%	133
Bought mystery book in last 12 months	3,822	11.7%	101
Bought personal/business self-help book last 12 mo	2,390	7.3%	101
Bought religious book (not bible) last 12 months	2,414	7.4%	93
Bought romance book in last 12 months	1,830	5.6%	88
Bought science fiction book in last 12 months	1,883	5.8%	140
Bought book through book club in last 12 months	1,418	4.3%	89
Bought book at book store in last 12 months	12,468	38.1%	116
Bought book at Barnes & Noble in last 12 months	7,323	22.4%	117
Bought book at Borders in last 12 months	3,740	11.4%	106
Bought book at convenience store in last 12 months	743	2.3%	106
Bought book at department store in last 12 months	2,459	7.5%	98
Bought book at drug store in last 12 months	699	2.1%	98
Bought book through Internet in last 12 mo	3,546	10.8%	118
Bought book through mail order in last 12 months	857	2.6%	74
Bought book at supermarket in last 12 months	1,595	4.9%	98
Bought book at warehouse store in last 12 months	1,683	5.1%	86

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 5 Miles

Demographic Summary	2009	2014
Population	46,698	53,506
Population 18+	38,374	43,874
Households	18,533	21,406
Median Household Income	\$45,702	\$47,293

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,928	10.2%	109
Participated in archery	1,026	2.7%	117
Participated in auto racing	836	2.2%	105
Participated in backpacking/hiking	3,502	9.1%	117
Participated in baseball	1,931	5.0%	101
Participated in basketball	4,331	11.3%	128
Participated in bicycling (mountain)	1,982	5.2%	135
Participated in bicycling (road)	4,535	11.8%	130
Participated in boating (power)	2,583	6.7%	116
Participated in bowling	4,640	12.1%	112
Participated in canoeing/kayaking	2,139	5.6%	130
Participated in downhill skiing	1,249	3.3%	112
Participated in fishing (fresh water)	5,513	14.4%	107
Participated in fishing (salt water)	1,459	3.8%	91
Participated in football	3,041	7.9%	136
Participated in Frisbee	2,086	5.4%	115
Participated in golf	4,094	10.7%	105
Play golf < once a month	1,624	4.2%	114
Play golf 1+ times a month	1,899	4.9%	92
Participated in horseback riding	1,562	4.1%	145
Participated in hunting with rifle	2,323	6.1%	125
Participated in hunting with shotgun	1,633	4.3%	105
Participated in ice skating	1,186	3.1%	119
Participated in jogging/running	4,560	11.9%	129
Participated in martial art	817	2.1%	156
Participated in motorcycling	1,581	4.1%	115
Participated in Pilates	1,568	4.1%	119
Participated in roller blading/in-line skating	1,241	3.2%	133
Participated in snorkeling/skin diving	959	2.5%	113
Participated in snowboarding	860	2.2%	137
Participated in soccer	1,693	4.4%	112
Participated in softball	1,635	4.3%	115
Participated in swimming	7,602	19.8%	111
Participated in target shooting	1,650	4.3%	109
Participated in tennis	1,992	5.2%	125
Participated in volleyball	1,606	4.2%	130
Participated in walking for exercise	9,872	25.7%	93
Participated in yoga	2,497	6.5%	128
Spent on high end sports/recreation equipment/12 mo: <\$250	1,981	5.2%	130
Spent on high end sports/recreation equipment/12 mo: \$250+	1,472	3.8%	101
Attend sports event: auto racing (NASCAR)	2,630	6.9%	110
Attend sports event: auto racing (not NASCAR)	2,263	5.9%	117
Attend sports event: baseball game	5,424	14.1%	107

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 5 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: basketball game (college)	3,824	10.0%	146
Attend sports event: basketball game (pro)	2,990	7.8%	109
Attend sports event: football game (college)	5,426	14.1%	159
Attend sports event: football-Monday night game (pro)	2,088	5.4%	114
Attend sports event: football-weekend game (pro)	3,048	7.9%	101
Attend sports event: golf tournament	1,780	4.6%	109
Attend sports event: ice hockey game	2,316	6.0%	111
Attend sports event: soccer game	2,278	5.9%	117
Attend sports event: tennis match	1,508	3.9%	109
Attended adult education course in last 12 months	2,816	7.3%	113
Attended auto show in last 12 months	2,961	7.7%	94
Went to bar/night club in last 12 months	8,873	23.1%	126
Went to beach in last 12 months	8,891	23.2%	98
Attended dance performance in last 12 months	1,989	5.2%	124
Danced/went dancing in last 12 months	4,976	13.0%	141
Dined out in last 12 months	19,310	50.3%	103
Dine out < once a month	1,667	4.3%	100
Dine out once a month	2,526	6.6%	106
Dine out 2-3 times a month	4,167	10.9%	97
Dine out once a week	4,842	12.6%	110
Dine out 2+ times per week	4,142	10.8%	106
Gambled at casino in last 12 months	6,130	16.0%	99
Gambled at casino 6+ times in last 12 months	1,040	2.7%	102
Gambled in Atlantic City in last 12 months	731	1.9%	70
Gambled in Las Vegas in last 12 months	1,365	3.6%	77
Attended horse races in last 12 months	962	2.5%	90
Attended movies in last 6 months	23,985	62.5%	107
Attended movies in last 90 days: < once a month	13,017	33.9%	108
Attended movies in last 90 days: once a month	4,351	11.3%	113
Attended movies in last 90 days: 2-3 times a month	3,229	8.4%	128
Attended movies in last 90 days: once/week or more	1,016	2.6%	97
Prefer to see movie after second week of release	9,322	24.3%	102
Went to museum in last 12 months	5,609	14.6%	121
Attended country music performance in last 12 mo	2,969	7.7%	151
Attended rock music performance in last 12 months	4,815	12.5%	127
Attended classical music/opera performance/12 mo	2,327	6.1%	125
Went to live theater in last 12 months	5,383	14.0%	112
Visited a theme park in last 12 months	8,322	21.7%	98
Visited Disneyland (CA) in last 12 months	715	1.9%	59
Visited Disney World (FL)/12 mo: Animal Kingdom	916	2.4%	98
Visited Disney World (FL)/12 mo: Epcot Center	1,019	2.7%	93
Visited Disney World (FL)/12 mo: Magic Kingdom	1,143	3.0%	86
Visited any Sea World in last 12 months	1,109	2.9%	88
Visited any Six Flags in last 12 months	2,267	5.9%	96
Went to zoo in last 12 months	5,423	14.1%	115
Played backgammon in last 12 months	751	2.0%	112
Participated in book club in last 12 months	1,275	3.3%	111
Played billiards/pool in last 12 months	4,560	11.9%	125
Played bingo in last 12 months	1,669	4.3%	99

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 5 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Did birdwatching in last 12 months	2,561	6.7%	110
Played board game in last 12 months	7,479	19.5%	114
Played cards in last 12 months	9,861	25.7%	117
Played chess in last 12 months	2,037	5.3%	152
Cooked for fun in last 12 months	8,406	21.9%	111
Did crossword puzzle in last 12 months	5,557	14.5%	102
Participated in fantasy sports league last 12 mo	1,316	3.4%	117
Flew a kite in last 12 months	1,209	3.2%	120
Did furniture refinishing in last 12 months	1,071	2.8%	87
Did indoor gardening/plant care in last 12 months	3,831	10.0%	98
Participated in karaoke in last 12 months	1,990	5.2%	126
Bought lottery ticket in last 12 months	12,095	31.5%	90
Bought lottery ticket in last 12 mo: Daily Drawing	1,252	3.3%	65
Bought lottery ticket in last 12 mo: Instant Game	6,117	15.9%	96
Bought lottery ticket in last 12 mo: Lotto Drawing	7,540	19.6%	90
Played lottery: <2 times in last 30 days	4,259	11.1%	94
Played lottery: 2-5 times in last 30 days	4,227	11.0%	94
Played lottery: 6+ times in last 30 days	3,628	9.5%	82
Played musical instrument in last 12 months	3,874	10.1%	131
Did painting/drawing in last 12 months	3,435	9.0%	134
Did photography in last 12 months	5,843	15.2%	118
Read book in last 12 months	15,741	41.0%	105
Participated in trivia games in last 12 months	2,483	6.5%	108
Played video game in last 12 months	5,474	14.3%	123
Did woodworking in last 12 months	1,609	4.2%	90
Participated in word games in last 12 months	3,754	9.8%	103
Member of AARP	5,396	14.1%	91
Member of business club	860	2.2%	104
Member of charitable organization	2,352	6.1%	96
Member of church board	1,665	4.3%	100
Member of fraternal order	1,632	4.3%	111
Member of religious club	2,627	6.8%	103
Member of school or college board	701	1.8%	106
Member of union	1,557	4.1%	74
Member of veterans club	1,408	3.7%	102
Bought any children's toy/game in last 12 months	12,060	31.4%	91
Spent on toys/games in last 12 months: <\$50	2,309	6.0%	96
Spent on toys/games in last 12 months: \$50-99	994	2.6%	95
Spent on toys/games in last 12 months: \$100-199	2,790	7.3%	102
Spent on toys/games in last 12 months: \$200-499	3,522	9.2%	88
Spent on toys/games in last 12 months: \$500+	1,763	4.6%	83
Bought infant toy in last 12 months	2,962	7.7%	94
Bought pre-school toy in last 12 months	3,257	8.5%	101
Spent on toys/games (for child <6)/12 mo: <\$100	3,958	10.3%	92
Spent on toys/games (for child <6)/12 mo: \$100-199	2,350	6.1%	92
Spent on toys/games (for child <6)/12 mo: \$200+	2,593	6.8%	90
Bought for child in last 12 mo: boy action figure	2,693	7.0%	89
Bought for child in last 12 mo: girl action figure	1,224	3.2%	101
Bought for child in last 12 mo: bicycle	2,408	6.3%	97
Bought for child in last 12 mo: board game	4,232	11.0%	91
Bought for child in last 12 mo: builder set	1,173	3.1%	87

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



# Sports and Leisure Market Potential

Sample

Potential Location  
379 W MENDENHALL ST  
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032  
Longitude: -111.04234  
Radius: 5 Miles

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: car	3,280	8.5%	94
Bought for child in last 12 mo: construction toy	1,947	5.1%	100
Bought for child in last 12 mo: large/baby doll	2,577	6.7%	100
Bought for child in last 12 mo: fashion doll	2,104	5.5%	101
Bought for child in last 12 mo: plush doll/animal	3,277	8.5%	104
Bought for child in last 12 mo: doll accessories	1,586	4.1%	102
Bought for child in last 12 mo: doll clothing	1,759	4.6%	109
Bought for child in last 12 mo: educational toy	5,350	13.9%	99
Bought for child in last 12 mo: electronic game	3,048	7.9%	86
Bought for child in last 12 mo: mechanical toy	1,542	4.0%	100
Bought for child in last 12 mo: model kit/set	971	2.5%	95
Bought for child in last 12 mo: sound game	1,294	3.4%	119
Bought for child in last 12 mo: water toy	3,533	9.2%	98
Bought for child in last 12 mo: word game	1,426	3.7%	99
Bought book in last 12 months	20,128	52.5%	106
Bought 1-3 books in last 12 months	7,530	19.6%	102
Bought 4-9 books in last 12 months	6,393	16.7%	107
Bought 10+ books in last 12 months	6,203	16.2%	110
Bought paperback book in last 12 months	15,718	41.0%	110
Bought <3 paperback books in last 12 months	5,047	13.2%	104
Bought 3-6 paperback books in last 12 months	5,665	14.8%	113
Bought 7+ paperback books in last 12 months	5,005	13.0%	113
Bought hardcover book in last 12 months	11,714	30.5%	110
Bought <3 hardcover books in last 12 months	5,042	13.1%	109
Bought 3-5 hardcover books in last 12 months	3,651	9.5%	119
Bought 6+ hardcover books in last 12 months	3,225	8.4%	107
Bought book (fiction) in last 12 months	11,788	30.7%	111
Bought book (non-fiction) in last 12 months	10,724	27.9%	109
Bought biography in last 12 months	3,132	8.2%	116
Bought children's book in last 12 months	4,460	11.6%	92
Bought cookbook in last 12 months	4,480	11.7%	106
Bought desk dictionary in last 12 months	1,080	2.8%	126
Bought history book in last 12 months	3,824	10.0%	129
Bought mystery book in last 12 months	4,581	11.9%	103
Bought personal/business self-help book last 12 mo	2,849	7.4%	102
Bought religious book (not bible) last 12 months	2,948	7.7%	96
Bought romance book in last 12 months	2,182	5.7%	90
Bought science fiction book in last 12 months	2,168	5.6%	137
Bought book through book club in last 12 months	1,750	4.6%	94
Bought book at book store in last 12 months	14,450	37.7%	115
Bought book at Barnes & Noble in last 12 months	8,449	22.0%	115
Bought book at Borders in last 12 months	4,349	11.3%	105
Bought book at convenience store in last 12 months	838	2.2%	102
Bought book at department store in last 12 months	2,923	7.6%	99
Bought book at drug store in last 12 months	811	2.1%	96
Bought book through Internet in last 12 mo	4,076	10.6%	116
Bought book through mail order in last 12 months	1,066	2.8%	78
Bought book at supermarket in last 12 months	1,936	5.0%	102
Bought book at warehouse store in last 12 months	2,092	5.5%	91

**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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.