

Sports and Leisure Market Potential




Proposed Location
100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 1 mile radius

Demographic Summary	2024	2029
Population	83,240	87,717
Population 18+	77,761	81,417
Households	50,206	54,514
Median Household Income	\$137,764	\$148,796

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Aerobics Last 12 Mo	6,730	8.7%	113
Participated in Archery Last 12 Mo	1,676	2.2%	87
Participated in Backpacking Last 12 Mo	4,081	5.3%	153
Participated in Baseball Last 12 Mo	2,827	3.6%	125
Participated in Basketball Last 12 Mo	6,127	7.9%	143
Participated in Bicycling (Mountain) Last 12 Mo	2,680	3.5%	105
Participated in Bicycling (Road) Last 12 Mo	12,019	15.5%	140
Participated in Boating (Power) Last 12 Mo	3,113	4.0%	89
Participated in Bowling Last 12 Mo	7,949	10.2%	124
Participated in Canoeing or Kayaking Last 12 Mo	6,774	8.7%	118
Participated in Fishing (Fresh Water) Last 12 Mo	5,207	6.7%	68
Participated in Fishing (Salt Water) Last 12 Mo	1,952	2.5%	74
Participated in Football Last 12 Mo	2,866	3.7%	145
Participated in Frisbee Last 12 Mo	3,971	5.1%	155
Participated in Golf Last 12 Mo	6,159	7.9%	99
Participated in Hiking Last 12 Mo	19,227	24.7%	129
Participated in Horseback Riding Last 12 Mo	1,476	1.9%	93
Participated in Hunting w/Rifle Last 12 Mo	1,264	1.6%	49
Participated in Hunting w/Shotgun Last 12 Mo	1,127	1.4%	59
Participated in Ice Skating Last 12 Mo	3,762	4.8%	196
Participated in Jogging or Running Last 12 Mo	14,210	18.3%	177
Participated in Motorcycling Last 12 Mo	1,977	2.5%	100
Participated in Pickleball Last 12 Mo	2,186	2.8%	113
Participated in Pilates Last 12 Mo	3,352	4.3%	158

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.


 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Ping Pong Last 12 Mo	4,046	5.2%	137
Participated in Rock Climbing Last 12 Mo	2,299	3.0%	172
Participated in Roller Skating Last 12 Mo	2,077	2.7%	144
Participated in Skiing (Downhill) Last 12 Mo	3,346	4.3%	163
Participated in Soccer Last 12 Mo	3,980	5.1%	162
Participated in Softball Last 12 Mo	1,947	2.5%	144
Participated in Swimming Last 12 Mo	13,886	17.9%	114
Participated in Target Shooting Last 12 Mo	2,862	3.7%	81
Participated in Tennis Last 12 Mo	4,970	6.4%	169
Participated in Volleyball Last 12 Mo	2,744	3.5%	141
Participated in Walking for Exercise Last 12 Mo	24,120	31.0%	95
Participated in Weight Lifting Last 12 Mo	17,985	23.1%	155
Participated in Yoga Last 12 Mo	11,616	14.9%	148
Participated in Zumba Last 12 Mo	2,623	3.4%	114
Spent \$1-\$99 on Sports/Recreation Equipment Last 12 Mo	5,225	6.7%	100
Spent \$100-\$249 on Sports/Recreation Equipment Last 12 Mo	5,348	6.9%	109
Spent \$250+ on Sports/Recreation Equipment Last 12 Mo	8,812	11.3%	116
Attend College Basketball Game Last 12 Mo	1,356	1.7%	129
Attend College Football Game Last 12 Mo	2,729	3.5%	141
Attend High School Sports Events Last 12 Mo	1,971	2.5%	71
Attend MLB Regular Season Baseball Game Last 12 Mo	6,144	7.9%	167
Attend Sports Events	15,989	20.6%	130
Listen to Sports Event on Radio/Online Last 12 Mo	6,542	8.4%	93
Watch Alpine Skiing or Ski Jumping on TV/Online	3,050	3.9%	86
Watch Auto Racing (Not NASCAR) on TV/Online	3,564	4.6%	95
Watch Bicycle Racing on TV/Online	1,532	2.0%	96
Watch Bowling on TV/Online	1,173	1.5%	62
Watch Boxing on TV/Online	4,318	5.5%	89
Watch College Basketball on TV/Online	9,452	12.2%	99
Watch College Football on TV/Online	20,283	26.1%	97
Watch Esports on TV/Online	4,209	5.4%	159
Watch Figure Skating on TV/Online	4,999	6.4%	96
Watch Fishing on TV/Online	1,646	2.1%	62
Watch Gymnastics on TV/Online	4,048	5.2%	96

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch High School Sports on TV/Online	2,178	2.8%	53
Watch Horse Racing on TV/Online	2,186	2.8%	90
Watch International Soccer on TV/Online	6,258	8.1%	133
Watch LPGA Golf on TV/Online	1,664	2.1%	71
Watch Marathon/Triathlon/Obstacle Race on TV/Online	1,133	1.5%	94
Watch Men's Tennis on TV/Online	6,621	8.5%	127
Watch MLB Playoffs or World Series Baseball on TV/Online	12,776	16.4%	98
Watch MLB Regular Season Baseball on TV/Online	15,718	20.2%	104
Watch MLS Soccer on TV/Online	5,286	6.8%	141
Watch Motorcycle Racing on TV/Online	1,040	1.3%	75
Watch NASCAR Auto Racing on TV/Online	3,970	5.1%	63
Watch NBA Playoffs or Finals Basketball on TV/Online	13,934	17.9%	121
Watch NBA Regular Season Basketball on TV/Online	12,574	16.2%	114
Watch NCAA Tournament Basketball on TV/Online	9,977	12.8%	100
Watch NFL Playoffs or Super Bowl Football on TV/Online	24,775	31.9%	95
Watch NFL Sun/Mon/Thu Night Football Games on TV/Online	23,628	30.4%	94
Watch NFL Weekend Football Games on TV/Online	22,380	28.8%	95
Watch NHL Playoffs or Stanley Cup Ice Hockey on TV/Online	7,562	9.7%	133
Watch NHL Regular Season Ice Hockey on TV/Online	8,975	11.5%	145
Watch Other Mixed Martial Arts (MMA) on TV/Online	1,964	2.5%	86
Watch PGA Golf on TV/Online	8,073	10.4%	83
Watch Pro Beach Volleyball on TV/Online	1,440	1.9%	85
Watch Pro Bull Riding on TV/Online	1,460	1.9%	70
Watch Rodeo on TV/Online	1,118	1.4%	67
Watch Sports on TV/Online	47,749	61.4%	97
Watch Summer Extreme Sports on TV/Online	1,592	2.0%	103
Watch Summer Olympics on TV/Online	11,548	14.8%	105
Watch Track & Field on TV/Online	3,114	4.0%	90
Watch U.S. Men's Soccer on TV/Online	4,456	5.7%	131
Watch U.S. Women's Soccer on TV/Online	3,287	4.2%	115
Watch Ultimate Fighting Championship (UFC) on TV/Online	3,238	4.2%	94
Watch Winter Extreme Sports on TV/Online	1,905	2.5%	107
Watch Winter Olympics on TV/Online	9,806	12.6%	99
Watch WNBA Basketball on TV/Online	1,969	2.5%	82

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Sports and Leisure Market Potential

| Proposed Location | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch Women's Tennis on TV/Online	5,747	7.4%	111
Watch World Cup Soccer on TV/Online	8,202	10.6%	128
Watch Wrestling (WWE) on TV/Online	2,805	3.6%	85
College Basketball Super Fan (10-10 on 10 Scale)	1,580	2.0%	78
College Football Super Fan (10-10 on 10 Scale)	3,456	4.4%	83
Golf Super Fan (10-10 on 10 Scale)	617	0.8%	52
High School Sports Super Fan (10-10 on 10 Scale)	932	1.2%	57
International Soccer Super Fan (10-10 on 10 Scale)	2,305	3.0%	120
MLB Super Fan (10-10 on 10 Scale)	2,415	3.1%	73
MLS Soccer Super Fan (10-10 on 10 Scale)	813	1.1%	79
NASCAR Super Fan (10-10 on 10 Scale)	707	0.9%	54
NBA Super Fan (10-10 on 10 Scale)	3,118	4.0%	108
NFL Super Fan (10-10 on 10 Scale)	5,816	7.5%	79
NHL Super Fan (10-10 on 10 Scale)	1,538	2.0%	85
Pro Wrestling Super Fan (10-10 on 10 Scale)	748	1.0%	83
Member of AARP	7,632	9.8%	59
Member of Church Board	1,282	1.6%	65
Member of Fraternal Order	1,727	2.2%	97
Member of Religious Club	1,274	1.6%	73
Member of Union	3,000	3.9%	87
Member of Veterans Club	901	1.2%	46
Participate in Indoor Gardening or Plant Care	13,230	17.0%	100
Attended Adult Education Course Last 12 Mo	11,448	14.7%	129
Visited Aquarium Last 12 Mo	7,066	9.1%	127
Went to Art Gallery Last 12 Mo	12,978	16.7%	180
Attended Auto Show Last 12 Mo	4,074	5.2%	96
Did Baking Last 12 Mo	25,014	32.2%	108
Barbecued Last 12 Mo	20,858	26.8%	87
Went to Bar or Night Club Last 12 Mo	21,800	28.0%	158
Went to Beach Last 12 Mo	28,226	36.3%	126
Played Billiards or Pool Last 12 Mo	6,070	7.8%	149
Played Bingo Last 12 Mo	2,819	3.6%	86
Did Birdwatching Last 12 Mo	3,624	4.7%	62
Played Board Game Last 12 Mo	21,036	27.1%	124

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| Proposed Location | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Read Book Last 12 Mo	34,231	44.0%	115
Participated in Book Club Last 12 Mo	3,131	4.0%	101
Went on Overnight Camping Trip Last 12 Mo	9,705	12.5%	91
Played Cards Last 12 Mo	14,518	18.7%	105
Played Chess Last 12 Mo	4,560	5.9%	142
Played Computer Game Offline (with Software) Last 12 Mo	8,499	10.9%	124
Played Computer Game Online Last 12 Mo	13,553	17.4%	115
Cooked for Fun Last 12 Mo	25,820	33.2%	122
Did Crossword Puzzle Last 12 Mo	9,252	11.9%	89
Danced or Went Dancing Last 12 Mo	6,820	8.8%	134
Attended Dance Performance Last 12 Mo	3,287	4.2%	134
Dined Out Last 12 Mo	48,220	62.0%	111
Flew a Drone Last 12 Mo	2,165	2.8%	108
Attended State or County Fair Last 12 Mo	7,729	9.9%	92
Participated in Fantasy Sports League Last 12 Mo	5,122	6.6%	136
Did Furniture Refinishing Last 12 Mo	2,740	3.5%	74
Gambled at Casino Last 12 Mo	9,340	12.0%	101
Gambled in Las Vegas Last 12 Mo	3,958	5.1%	138
Participated in Genealogy Last 12 Mo	3,851	5.0%	99
Attended Horse Races Last 12 Mo	1,610	2.1%	99
Participated in Karaoke Last 12 Mo	3,995	5.1%	141
Bought Lottery Ticket Last 12 Mo	20,764	26.7%	83
Played Lottery 6+ Times Last 30 Days	4,932	6.3%	66
Bought Daily Drawing Lottery Ticket Last 12 Mo	1,808	2.3%	77
Bought Instant Game Lottery Ticket Last 12 Mo	10,582	13.6%	77
Bought Mega Millions Lottery Ticket Last 12 Mo	12,282	15.8%	94
Bought Powerball Lottery Ticket Last 12 Mo	12,429	16.0%	87
Attended Movie Last 6 Mo	39,680	51.0%	116
Attended Movie 1+ Times Week Last 90 Days	917	1.2%	109
Attended Movie 2-3 Times Month Last 90 Days	1,867	2.4%	99
Attended Movie 1 Time Month Last 90 Days	5,894	7.6%	148
Attended Movie < 1 Time Month Last 90 Days	28,124	36.2%	116
Saw Action Genre Movie at Theater Last 6 Mo	17,638	22.7%	122
Saw Adventure Genre Movie at Theater Last 6 Mo	17,078	22.0%	125

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| Proposed Location | Ring: 1 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Saw Animation Genre Movie at Theater Last 6 Mo	6,223	8.0%	108
Saw Biography Genre Movie at Theater Last 6 Mo	1,977	2.5%	89
Saw Comedy Genre Movie at Theater Last 6 Mo	11,035	14.2%	108
Saw Crime Genre Movie at Theater Last 6 Mo	5,674	7.3%	111
Saw Drama Genre Movie at Theater Last 6 Mo	11,499	14.8%	115
Saw Family Genre Movie at Theater Last 6 Mo	2,899	3.7%	120
Saw Fantasy Genre Movie at Theater Last 6 Mo	9,596	12.3%	131
Saw Horror Genre Movie at Theater Last 6 Mo	4,829	6.2%	112
Saw Romance Genre Movie at Theater Last 6 Mo	1,505	1.9%	129
Saw Science Fiction Genre Movie at Theater Last 6 Mo	8,270	10.6%	131
Saw Thriller Genre Movie at Theater Last 6 Mo	6,729	8.7%	115
Went to Museum Last 12 Mo	17,983	23.1%	174
Attended Classical Music or Opera Performance Last 12 Mo	4,122	5.3%	163
Attended Country Music Performance Last 12 Mo	4,049	5.2%	111
Attended Rock Music Performance Last 12 Mo	8,257	10.6%	131
Played Musical Instrument Last 12 Mo	8,444	10.9%	128
Did Painting/Drawing/Sculpting Last 12 Mo	9,213	11.8%	113
Did Photo Album or Scrapbooking Last 12 Mo	3,074	4.0%	84
Did Photography Last 12 Mo	10,071	12.9%	115
Did Sudoku Puzzle Last 12 Mo	7,237	9.3%	94
Participated in Tailgating Last 12 Mo	3,644	4.7%	144
Went to Live Theater Last 12 Mo	8,843	11.4%	130
Visited Theme Park Last 12 Mo	14,676	18.9%	120
Visited Theme Park 5+ Days Last 12 Mo	2,666	3.4%	98
Participated in Trivia Games Last 12 Mo	8,121	10.4%	140
Played (Console) Video or Electronic Game Last 12 Mo	13,521	17.4%	138
Played (Portable) Video or Electronic Game Last 12 Mo	7,152	9.2%	134
Visited Indoor Water Park Last 12 Mo	1,658	2.1%	82
Did Woodworking Last 12 Mo	2,842	3.6%	67
Went to Zoo Last 12 Mo	11,498	14.8%	117

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought 1-2 DVDs Last 30 Days	1,732	2.2%	99
Bought 3+ DVDs Last 30 Days	578	0.7%	45
Rented 1 DVD (Movie or Other Video) Last 30 Days	1,183	1.5%	93
Rented 2 DVDs (Movie or Other Video) Last 30 Days	677	0.9%	75
Rented 3+ DVDs (Movie or Other Video) Last 30 Days	966	1.2%	56
Rented Action or Adventure Movie Last 30 Days	11,772	15.1%	101
Rented Classic Movie Last 30 Days	2,987	3.8%	104
Rented Comedy Movie Last 30 Days	9,806	12.6%	114
Rented Drama Movie Last 30 Days	8,289	10.7%	117
Rented Family or Children's Movie Last 30 Days	2,751	3.5%	79
Rented Foreign Movie Last 30 Days	2,279	2.9%	163
Rented Horror Movie Last 30 Days	4,100	5.3%	119
Rented Musical Movie Last 30 Days	1,721	2.2%	128
Rented News or Documentary Movie Last 30 Days	3,900	5.0%	148
Rented Romance Movie Last 30 Days	3,316	4.3%	120
Rented Science Fiction Movie Last 30 Days	4,205	5.4%	113
Rented TV Show Movie Last 30 Days	5,304	6.8%	124
Rented Western Movie Last 30 Days	800	1.0%	61
Rented/Purchased DVD/Blu-Ray from Amazon Last 30 Days	9,484	12.2%	111
Rented/Purchased DVD/Blu-Ray from Netflix Last 30 Days	2,300	3.0%	91
Rented/Purchased DVD/Blu-Ray from Redbox Last 30 Days	2,465	3.2%	62
Bought Children's Toy or Game Last 12 Mo	26,501	34.1%	90
Spent \$1-49 on Toys or Games for Child Last 12 Mo	4,328	5.6%	83
Spent \$50-99 on Toys or Games for Child Last 12 Mo	2,057	2.6%	87
Spent \$100-199 on Toys or Games for Child Last 12 Mo	5,186	6.7%	89
Spent \$200-499 on Toys or Games for Child Last 12 Mo	6,900	8.9%	79
Spent \$500+ on Toys or Games for Child Last 12 Mo	4,026	5.2%	88
Bought Infant Toy Last 12 Mo	3,938	5.1%	71
Bought Pre-School Toy Last 12 Mo	4,132	5.3%	76
Bought Boy Action Figure for Child Last 12 Mo	5,260	6.8%	90
Bought Girl Action Figure for Child Last 12 Mo	2,219	2.9%	89
Bought Action Game for Child Last 12 Mo	1,159	1.5%	63
Bought Bicycle for Child Last 12 Mo	3,745	4.8%	92
Bought Board Game for Child Last 12 Mo	10,415	13.4%	94

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Builder Set for Child Last 12 Mo	3,315	4.3%	76
Bought Car for Child Last 12 Mo	4,988	6.4%	83
Bought Construction Toy for Child Last 12 Mo	4,770	6.1%	89
Bought Fashion Doll for Child Last 12 Mo	2,350	3.0%	64
Bought Large/Baby Doll for Child Last 12 Mo	2,684	3.5%	53
Bought Doll Accessories for Child Last 12 Mo	1,890	2.4%	66
Bought Doll Clothing for Child Last 12 Mo	1,934	2.5%	67
Bought Educational Toy for Child Last 12 Mo	9,658	12.4%	88
Bought Electronic Doll or Animal for Child Last 12 Mo	1,544	2.0%	78
Bought Electronic Game for Child Last 12 Mo	3,153	4.0%	76
Bought Mechanical Toy for Child Last 12 Mo	2,490	3.2%	85
Bought Model Kit or Set for Child Last 12 Mo	2,414	3.1%	81
Bought Plush Doll or Animal for Child Last 12 Mo	7,389	9.5%	86
Bought Sound Game for Child Last 12 Mo	1,119	1.4%	109
Bought Water Toy for Child Last 12 Mo	5,617	7.2%	86
Bought Word Game for Child Last 12 Mo	1,179	1.5%	68
Bought Digital Book Last 12 Mo	15,981	20.6%	112
Bought Hardcover Book Last 12 Mo	24,502	31.5%	117
Bought Paperback Book Last 12 Mo	31,464	40.5%	118
Bought 1-3 Books Last 12 Mo	18,454	23.7%	112
Bought 4-6 Books Last 12 Mo	9,448	12.2%	103
Bought 7+ Books Last 12 Mo	19,135	24.6%	117
Bought Fiction Book Last 12 Mo	28,094	36.1%	115
Bought Non-Fiction Book Last 12 Mo	26,991	34.7%	120
Bought Biography Last 12 Mo	7,480	9.6%	112
Bought Children's Book Last 12 Mo	7,685	9.9%	95
Bought Cookbook Last 12 Mo	6,582	8.5%	119
Bought History Book Last 12 Mo	8,931	11.5%	111
Bought Mystery Book Last 12 Mo	8,216	10.6%	86
Bought Novel Last 12 Mo	16,097	20.7%	124
Bought Religious Book (Not Bible) Last 12 Mo	4,354	5.6%	88
Bought Romance Book Last 12 Mo	5,042	6.5%	102
Bought Science Fiction Book Last 12 Mo	6,984	9.0%	125
Bought Personal/Business Self-Help Book Last 12 Mo	9,183	11.8%	144

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Travel Book Last 12 Mo	1,834	2.4%	125
Purchased Greeting Card Last 6 Mo	36,520	47.0%	91
Bought Book from Barnes & Noble Store Last 12 Mo	10,063	12.9%	115
Bought Book from Other Book Store Last 12 Mo	11,899	15.3%	148
Bought Book from Amazon Online Last 12 Mo	31,753	40.8%	118
Bought Book from Barnes & Noble Online Last 12 Mo	2,116	2.7%	107
Bought Book from iTunes/Apple Books Last 12 Mo	1,265	1.6%	96
Listened to Audiobook Last 6 Mo	8,017	10.3%	125

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Sports and Leisure Market Potential




Proposed Location
100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 3 mile radius

Demographic Summary	2024	2029
Population	401,691	409,809
Population 18+	356,827	363,127
Households	219,984	231,498
Median Household Income	\$116,894	\$129,026

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Aerobics Last 12 Mo	31,725	8.9%	116
Participated in Archery Last 12 Mo	7,756	2.2%	88
Participated in Backpacking Last 12 Mo	15,968	4.5%	130
Participated in Baseball Last 12 Mo	11,983	3.4%	116
Participated in Basketball Last 12 Mo	24,503	6.9%	125
Participated in Bicycling (Mountain) Last 12 Mo	12,465	3.5%	106
Participated in Bicycling (Road) Last 12 Mo	51,602	14.5%	131
Participated in Boating (Power) Last 12 Mo	13,616	3.8%	85
Participated in Bowling Last 12 Mo	33,013	9.3%	112
Participated in Canoeing or Kayaking Last 12 Mo	27,977	7.8%	106
Participated in Fishing (Fresh Water) Last 12 Mo	21,901	6.1%	62
Participated in Fishing (Salt Water) Last 12 Mo	10,200	2.9%	84
Participated in Football Last 12 Mo	11,455	3.2%	126
Participated in Frisbee Last 12 Mo	15,527	4.3%	132
Participated in Golf Last 12 Mo	26,764	7.5%	93
Participated in Hiking Last 12 Mo	84,655	23.7%	123
Participated in Horseback Riding Last 12 Mo	6,535	1.8%	90
Participated in Hunting w/Rifle Last 12 Mo	5,739	1.6%	48
Participated in Hunting w/Shotgun Last 12 Mo	4,791	1.3%	55
Participated in Ice Skating Last 12 Mo	14,594	4.1%	166
Participated in Jogging or Running Last 12 Mo	58,264	16.3%	158
Participated in Motorcycling Last 12 Mo	8,403	2.4%	93
Participated in Pickleball Last 12 Mo	9,604	2.7%	108
Participated in Pilates Last 12 Mo	14,366	4.0%	147

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Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Ping Pong Last 12 Mo	16,907	4.7%	125
Participated in Rock Climbing Last 12 Mo	9,313	2.6%	152
Participated in Roller Skating Last 12 Mo	8,202	2.3%	124
Participated in Skiing (Downhill) Last 12 Mo	15,135	4.2%	161
Participated in Soccer Last 12 Mo	16,190	4.5%	144
Participated in Softball Last 12 Mo	7,726	2.2%	124
Participated in Swimming Last 12 Mo	59,315	16.6%	106
Participated in Target Shooting Last 12 Mo	12,651	3.5%	78
Participated in Tennis Last 12 Mo	20,806	5.8%	154
Participated in Volleyball Last 12 Mo	11,314	3.2%	127
Participated in Walking for Exercise Last 12 Mo	113,838	31.9%	98
Participated in Weight Lifting Last 12 Mo	72,092	20.2%	135
Participated in Yoga Last 12 Mo	49,774	13.9%	139
Participated in Zumba Last 12 Mo	12,624	3.5%	120
Spent \$1-\$99 on Sports/Recreation Equipment Last 12 Mo	23,291	6.5%	97
Spent \$100-\$249 on Sports/Recreation Equipment Last 12 Mo	23,753	6.7%	106
Spent \$250+ on Sports/Recreation Equipment Last 12 Mo	35,956	10.1%	103
Attend College Basketball Game Last 12 Mo	5,218	1.5%	108
Attend College Football Game Last 12 Mo	10,231	2.9%	115
Attend High School Sports Events Last 12 Mo	8,521	2.4%	67
Attend MLB Regular Season Baseball Game Last 12 Mo	26,076	7.3%	154
Attend Sports Events	65,472	18.4%	116
Listen to Sports Event on Radio/Online Last 12 Mo	29,550	8.3%	91
Watch Alpine Skiing or Ski Jumping on TV/Online	16,257	4.6%	100
Watch Auto Racing (Not NASCAR) on TV/Online	15,951	4.5%	93
Watch Bicycle Racing on TV/Online	7,829	2.2%	107
Watch Bowling on TV/Online	6,782	1.9%	78
Watch Boxing on TV/Online	21,448	6.0%	96
Watch College Basketball on TV/Online	40,450	11.3%	92
Watch College Football on TV/Online	83,897	23.5%	88
Watch Esports on TV/Online	18,450	5.2%	152
Watch Figure Skating on TV/Online	23,508	6.6%	98
Watch Fishing on TV/Online	7,679	2.1%	63
Watch Gymnastics on TV/Online	19,439	5.5%	101

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.


 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch High School Sports on TV/Online	10,616	3.0%	57
Watch Horse Racing on TV/Online	9,581	2.7%	86
Watch International Soccer on TV/Online	28,343	7.9%	131
Watch LPGA Golf on TV/Online	8,329	2.3%	78
Watch Marathon/Triathlon/Obstacle Race on TV/Online	6,095	1.7%	111
Watch Men's Tennis on TV/Online	31,351	8.8%	131
Watch MLB Playoffs or World Series Baseball on TV/Online	60,780	17.0%	102
Watch MLB Regular Season Baseball on TV/Online	71,730	20.1%	103
Watch MLS Soccer on TV/Online	21,960	6.2%	128
Watch Motorcycle Racing on TV/Online	5,246	1.5%	82
Watch NASCAR Auto Racing on TV/Online	19,909	5.6%	69
Watch NBA Playoffs or Finals Basketball on TV/Online	62,930	17.6%	119
Watch NBA Regular Season Basketball on TV/Online	59,072	16.6%	117
Watch NCAA Tournament Basketball on TV/Online	43,857	12.3%	96
Watch NFL Playoffs or Super Bowl Football on TV/Online	111,271	31.2%	93
Watch NFL Sun/Mon/Thu Night Football Games on TV/Online	105,316	29.5%	91
Watch NFL Weekend Football Games on TV/Online	99,627	27.9%	92
Watch NHL Playoffs or Stanley Cup Ice Hockey on TV/Online	32,579	9.1%	125
Watch NHL Regular Season Ice Hockey on TV/Online	36,281	10.2%	128
Watch Other Mixed Martial Arts (MMA) on TV/Online	9,366	2.6%	89
Watch PGA Golf on TV/Online	36,042	10.1%	81
Watch Pro Beach Volleyball on TV/Online	7,073	2.0%	91
Watch Pro Bull Riding on TV/Online	6,531	1.8%	68
Watch Rodeo on TV/Online	5,149	1.4%	68
Watch Sports on TV/Online	216,983	60.8%	96
Watch Summer Extreme Sports on TV/Online	7,809	2.2%	110
Watch Summer Olympics on TV/Online	52,812	14.8%	104
Watch Track & Field on TV/Online	15,627	4.4%	99
Watch U.S. Men's Soccer on TV/Online	19,222	5.4%	123
Watch U.S. Women's Soccer on TV/Online	14,797	4.2%	113
Watch Ultimate Fighting Championship (UFC) on TV/Online	14,488	4.1%	91
Watch Winter Extreme Sports on TV/Online	9,358	2.6%	114
Watch Winter Olympics on TV/Online	46,028	12.9%	101
Watch WNBA Basketball on TV/Online	10,337	2.9%	94

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.


 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch Women's Tennis on TV/Online	29,041	8.1%	122
Watch World Cup Soccer on TV/Online	37,075	10.4%	126
Watch Wrestling (WWE) on TV/Online	12,928	3.6%	85
College Basketball Super Fan (10-10 on 10 Scale)	8,010	2.2%	86
College Football Super Fan (10-10 on 10 Scale)	15,639	4.4%	82
Golf Super Fan (10-10 on 10 Scale)	4,106	1.1%	75
High School Sports Super Fan (10-10 on 10 Scale)	6,426	1.8%	86
International Soccer Super Fan (10-10 on 10 Scale)	10,925	3.1%	124
MLB Super Fan (10-10 on 10 Scale)	14,714	4.1%	96
MLS Soccer Super Fan (10-10 on 10 Scale)	5,304	1.5%	112
NASCAR Super Fan (10-10 on 10 Scale)	4,433	1.2%	74
NBA Super Fan (10-10 on 10 Scale)	16,092	4.5%	122
NFL Super Fan (10-10 on 10 Scale)	28,905	8.1%	86
NHL Super Fan (10-10 on 10 Scale)	9,207	2.6%	111
Pro Wrestling Super Fan (10-10 on 10 Scale)	4,191	1.2%	101
Member of AARP	40,352	11.3%	68
Member of Church Board	5,731	1.6%	63
Member of Fraternal Order	8,367	2.3%	103
Member of Religious Club	5,969	1.7%	75
Member of Union	15,891	4.5%	100
Member of Veterans Club	4,604	1.3%	52
Participate in Indoor Gardening or Plant Care	61,523	17.2%	101
Attended Adult Education Course Last 12 Mo	53,233	14.9%	130
Visited Aquarium Last 12 Mo	29,815	8.4%	116
Went to Art Gallery Last 12 Mo	54,358	15.2%	164
Attended Auto Show Last 12 Mo	17,988	5.0%	93
Did Baking Last 12 Mo	110,242	30.9%	104
Barbecued Last 12 Mo	98,829	27.7%	89
Went to Bar or Night Club Last 12 Mo	89,605	25.1%	142
Went to Beach Last 12 Mo	125,493	35.2%	122
Played Billiards or Pool Last 12 Mo	23,505	6.6%	126
Played Bingo Last 12 Mo	12,802	3.6%	85
Did Birdwatching Last 12 Mo	19,026	5.3%	71
Played Board Game Last 12 Mo	89,225	25.0%	115

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.


 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Read Book Last 12 Mo	152,113	42.6%	111
Participated in Book Club Last 12 Mo	15,203	4.3%	107
Went on Overnight Camping Trip Last 12 Mo	42,746	12.0%	88
Played Cards Last 12 Mo	61,631	17.3%	97
Played Chess Last 12 Mo	18,911	5.3%	128
Played Computer Game Offline (with Software) Last 12 Mo	35,995	10.1%	114
Played Computer Game Online Last 12 Mo	58,670	16.4%	109
Cooked for Fun Last 12 Mo	113,383	31.8%	117
Did Crossword Puzzle Last 12 Mo	46,594	13.1%	98
Danced or Went Dancing Last 12 Mo	29,703	8.3%	127
Attended Dance Performance Last 12 Mo	14,539	4.1%	129
Dined Out Last 12 Mo	215,612	60.4%	108
Flew a Drone Last 12 Mo	9,775	2.7%	106
Attended State or County Fair Last 12 Mo	32,672	9.2%	85
Participated in Fantasy Sports League Last 12 Mo	22,191	6.2%	129
Did Furniture Refinishing Last 12 Mo	13,026	3.6%	77
Gambled at Casino Last 12 Mo	41,758	11.7%	98
Gambled in Las Vegas Last 12 Mo	17,177	4.8%	130
Participated in Genealogy Last 12 Mo	17,679	5.0%	99
Attended Horse Races Last 12 Mo	7,205	2.0%	96
Participated in Karaoke Last 12 Mo	17,856	5.0%	138
Bought Lottery Ticket Last 12 Mo	98,870	27.7%	86
Played Lottery 6+ Times Last 30 Days	25,141	7.0%	74
Bought Daily Drawing Lottery Ticket Last 12 Mo	9,308	2.6%	87
Bought Instant Game Lottery Ticket Last 12 Mo	49,221	13.8%	78
Bought Mega Millions Lottery Ticket Last 12 Mo	58,292	16.3%	98
Bought Powerball Lottery Ticket Last 12 Mo	60,105	16.8%	91
Attended Movie Last 6 Mo	178,425	50.0%	113
Attended Movie 1+ Times Week Last 90 Days	4,578	1.3%	119
Attended Movie 2-3 Times Month Last 90 Days	9,647	2.7%	111
Attended Movie 1 Time Month Last 90 Days	24,145	6.8%	132
Attended Movie < 1 Time Month Last 90 Days	126,984	35.6%	114
Saw Action Genre Movie at Theater Last 6 Mo	77,978	21.9%	118
Saw Adventure Genre Movie at Theater Last 6 Mo	74,199	20.8%	118


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.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential | Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Saw Animation Genre Movie at Theater Last 6 Mo	26,926	7.5%	102
Saw Biography Genre Movie at Theater Last 6 Mo	9,124	2.6%	90
Saw Comedy Genre Movie at Theater Last 6 Mo	48,843	13.7%	105
Saw Crime Genre Movie at Theater Last 6 Mo	26,533	7.4%	113
Saw Drama Genre Movie at Theater Last 6 Mo	51,192	14.3%	111
Saw Family Genre Movie at Theater Last 6 Mo	11,614	3.3%	105
Saw Fantasy Genre Movie at Theater Last 6 Mo	43,020	12.1%	128
Saw Horror Genre Movie at Theater Last 6 Mo	22,754	6.4%	116
Saw Romance Genre Movie at Theater Last 6 Mo	6,573	1.8%	123
Saw Science Fiction Genre Movie at Theater Last 6 Mo	36,238	10.2%	125
Saw Thriller Genre Movie at Theater Last 6 Mo	29,058	8.1%	108
Went to Museum Last 12 Mo	75,583	21.2%	159
Attended Classical Music or Opera Performance Last 12 Mo	17,100	4.8%	147
Attended Country Music Performance Last 12 Mo	15,816	4.4%	94
Attended Rock Music Performance Last 12 Mo	35,598	10.0%	123
Played Musical Instrument Last 12 Mo	37,116	10.4%	123
Did Painting/Drawing/Sculpting Last 12 Mo	42,699	12.0%	114
Did Photo Album or Scrapbooking Last 12 Mo	14,750	4.1%	88
Did Photography Last 12 Mo	47,097	13.2%	117
Did Sudoku Puzzle Last 12 Mo	33,624	9.4%	95
Participated in Tailgating Last 12 Mo	14,431	4.0%	125
Went to Live Theater Last 12 Mo	41,211	11.6%	132
Visited Theme Park Last 12 Mo	64,639	18.1%	115
Visited Theme Park 5+ Days Last 12 Mo	12,256	3.4%	98
Participated in Trivia Games Last 12 Mo	33,279	9.3%	125
Played (Console) Video or Electronic Game Last 12 Mo	55,878	15.7%	124
Played (Portable) Video or Electronic Game Last 12 Mo	29,992	8.4%	122
Visited Indoor Water Park Last 12 Mo	8,268	2.3%	89
Did Woodworking Last 12 Mo	13,868	3.9%	72
Went to Zoo Last 12 Mo	49,661	13.9%	111

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.


 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought 1-2 DVDs Last 30 Days	6,974	1.9%	87
Bought 3+ DVDs Last 30 Days	3,278	0.9%	55
Rented 1 DVD (Movie or Other Video) Last 30 Days	4,439	1.2%	76
Rented 2 DVDs (Movie or Other Video) Last 30 Days	2,931	0.8%	71
Rented 3+ DVDs (Movie or Other Video) Last 30 Days	5,450	1.5%	69
Rented Action or Adventure Movie Last 30 Days	53,911	15.1%	101
Rented Classic Movie Last 30 Days	13,939	3.9%	106
Rented Comedy Movie Last 30 Days	43,533	12.2%	110
Rented Drama Movie Last 30 Days	38,594	10.8%	118
Rented Family or Children's Movie Last 30 Days	12,953	3.6%	81
Rented Foreign Movie Last 30 Days	10,790	3.0%	168
Rented Horror Movie Last 30 Days	17,926	5.0%	114
Rented Musical Movie Last 30 Days	7,559	2.1%	122
Rented News or Documentary Movie Last 30 Days	16,901	4.7%	140
Rented Romance Movie Last 30 Days	13,441	3.8%	106
Rented Science Fiction Movie Last 30 Days	19,234	5.4%	113
Rented TV Show Movie Last 30 Days	22,784	6.4%	116
Rented Western Movie Last 30 Days	4,255	1.2%	71
Rented/Purchased DVD/Blu-Ray from Amazon Last 30 Days	40,502	11.3%	103
Rented/Purchased DVD/Blu-Ray from Netflix Last 30 Days	10,729	3.0%	92
Rented/Purchased DVD/Blu-Ray from Redbox Last 30 Days	11,148	3.1%	61
Bought Children's Toy or Game Last 12 Mo	124,143	34.8%	92
Spent \$1-49 on Toys or Games for Child Last 12 Mo	20,572	5.8%	86
Spent \$50-99 on Toys or Games for Child Last 12 Mo	9,917	2.8%	92
Spent \$100-199 on Toys or Games for Child Last 12 Mo	24,704	6.9%	92
Spent \$200-499 on Toys or Games for Child Last 12 Mo	33,011	9.3%	83
Spent \$500+ on Toys or Games for Child Last 12 Mo	19,325	5.4%	92
Bought Infant Toy Last 12 Mo	20,829	5.8%	81
Bought Pre-School Toy Last 12 Mo	20,134	5.6%	80
Bought Boy Action Figure for Child Last 12 Mo	23,259	6.5%	87
Bought Girl Action Figure for Child Last 12 Mo	10,662	3.0%	93
Bought Action Game for Child Last 12 Mo	6,085	1.7%	72
Bought Bicycle for Child Last 12 Mo	15,854	4.4%	85
Bought Board Game for Child Last 12 Mo	47,727	13.4%	93

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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Sports and Leisure Market Potential

| Proposed Location | Ring: 3 mile radius


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Builder Set for Child Last 12 Mo	16,128	4.5%	81
Bought Car for Child Last 12 Mo	23,977	6.7%	87
Bought Construction Toy for Child Last 12 Mo	22,074	6.2%	90
Bought Fashion Doll for Child Last 12 Mo	12,892	3.6%	76
Bought Large/Baby Doll for Child Last 12 Mo	16,468	4.6%	71
Bought Doll Accessories for Child Last 12 Mo	9,693	2.7%	74
Bought Doll Clothing for Child Last 12 Mo	10,305	2.9%	77
Bought Educational Toy for Child Last 12 Mo	45,825	12.8%	91
Bought Electronic Doll or Animal for Child Last 12 Mo	7,968	2.2%	88
Bought Electronic Game for Child Last 12 Mo	16,549	4.6%	87
Bought Mechanical Toy for Child Last 12 Mo	12,407	3.5%	92
Bought Model Kit or Set for Child Last 12 Mo	11,449	3.2%	84
Bought Plush Doll or Animal for Child Last 12 Mo	34,608	9.7%	88
Bought Sound Game for Child Last 12 Mo	4,868	1.4%	103
Bought Water Toy for Child Last 12 Mo	25,877	7.3%	86
Bought Word Game for Child Last 12 Mo	6,898	1.9%	87
Bought Digital Book Last 12 Mo	72,874	20.4%	112
Bought Hardcover Book Last 12 Mo	108,280	30.4%	113
Bought Paperback Book Last 12 Mo	138,088	38.7%	112
Bought 1-3 Books Last 12 Mo	81,238	22.8%	108
Bought 4-6 Books Last 12 Mo	45,181	12.7%	107
Bought 7+ Books Last 12 Mo	83,420	23.4%	111
Bought Fiction Book Last 12 Mo	124,379	34.9%	110
Bought Non-Fiction Book Last 12 Mo	120,454	33.8%	116
Bought Biography Last 12 Mo	34,041	9.5%	111
Bought Children's Book Last 12 Mo	34,575	9.7%	94
Bought Cookbook Last 12 Mo	28,672	8.0%	113
Bought History Book Last 12 Mo	41,765	11.7%	114
Bought Mystery Book Last 12 Mo	38,808	10.9%	88
Bought Novel Last 12 Mo	71,809	20.1%	120
Bought Religious Book (Not Bible) Last 12 Mo	19,015	5.3%	83
Bought Romance Book Last 12 Mo	21,187	5.9%	93
Bought Science Fiction Book Last 12 Mo	30,929	8.7%	120
Bought Personal/Business Self-Help Book Last 12 Mo	38,548	10.8%	132

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	Percent	MPI
Bought Travel Book Last 12 Mo	8,398	2.4%	125
Purchased Greeting Card Last 6 Mo	169,016	47.4%	92
Bought Book from Barnes & Noble Store Last 12 Mo	45,450	12.7%	113
Bought Book from Other Book Store Last 12 Mo	49,123	13.8%	133
Bought Book from Amazon Online Last 12 Mo	143,279	40.1%	116
Bought Book from Barnes & Noble Online Last 12 Mo	9,515	2.7%	105
Bought Book from iTunes/Apple Books Last 12 Mo	6,080	1.7%	101
Listened to Audiobook Last 6 Mo	34,602	9.7%	118

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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Sports and Leisure Market Potential




Proposed Location
100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 5 mile radius

Demographic Summary	2024	2029
Population	859,901	859,117
Population 18+	733,582	733,976
Households	424,338	438,209
Median Household Income	\$100,409	\$111,319

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Aerobics Last 12 Mo	65,554	8.9%	117
Participated in Archery Last 12 Mo	16,067	2.2%	88
Participated in Backpacking Last 12 Mo	29,808	4.1%	118
Participated in Baseball Last 12 Mo	24,603	3.4%	116
Participated in Basketball Last 12 Mo	49,728	6.8%	123
Participated in Bicycling (Mountain) Last 12 Mo	25,345	3.5%	105
Participated in Bicycling (Road) Last 12 Mo	96,998	13.2%	120
Participated in Boating (Power) Last 12 Mo	26,100	3.6%	79
Participated in Bowling Last 12 Mo	65,555	8.9%	108
Participated in Canoeing or Kayaking Last 12 Mo	51,715	7.0%	95
Participated in Fishing (Fresh Water) Last 12 Mo	44,267	6.0%	61
Participated in Fishing (Salt Water) Last 12 Mo	21,808	3.0%	87
Participated in Football Last 12 Mo	22,843	3.1%	122
Participated in Frisbee Last 12 Mo	29,659	4.0%	123
Participated in Golf Last 12 Mo	51,175	7.0%	87
Participated in Hiking Last 12 Mo	159,291	21.7%	113
Participated in Horseback Riding Last 12 Mo	13,979	1.9%	93
Participated in Hunting w/Rifle Last 12 Mo	12,437	1.7%	51
Participated in Hunting w/Shotgun Last 12 Mo	10,183	1.4%	57
Participated in Ice Skating Last 12 Mo	26,917	3.7%	149
Participated in Jogging or Running Last 12 Mo	108,571	14.8%	143
Participated in Motorcycling Last 12 Mo	16,773	2.3%	90
Participated in Pickleball Last 12 Mo	19,192	2.6%	105
Participated in Pilates Last 12 Mo	27,926	3.8%	139

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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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in Ping Pong Last 12 Mo	32,090	4.4%	116
Participated in Rock Climbing Last 12 Mo	18,353	2.5%	145
Participated in Roller Skating Last 12 Mo	17,401	2.4%	128
Participated in Skiing (Downhill) Last 12 Mo	28,129	3.8%	145
Participated in Soccer Last 12 Mo	32,602	4.4%	141
Participated in Softball Last 12 Mo	15,363	2.1%	120
Participated in Swimming Last 12 Mo	113,007	15.4%	98
Participated in Target Shooting Last 12 Mo	25,274	3.5%	76
Participated in Tennis Last 12 Mo	39,005	5.3%	140
Participated in Volleyball Last 12 Mo	22,804	3.1%	124
Participated in Walking for Exercise Last 12 Mo	226,259	30.8%	94
Participated in Weight Lifting Last 12 Mo	134,124	18.3%	122
Participated in Yoga Last 12 Mo	94,274	12.8%	128
Participated in Zumba Last 12 Mo	27,046	3.7%	125
Spent \$1-\$99 on Sports/Recreation Equipment Last 12 Mo	47,734	6.5%	97
Spent \$100-\$249 on Sports/Recreation Equipment Last 12 Mo	46,018	6.3%	100
Spent \$250+ on Sports/Recreation Equipment Last 12 Mo	67,589	9.2%	94
Attend College Basketball Game Last 12 Mo	9,927	1.4%	100
Attend College Football Game Last 12 Mo	18,792	2.6%	103
Attend High School Sports Events Last 12 Mo	16,960	2.3%	64
Attend MLB Regular Season Baseball Game Last 12 Mo	48,893	6.7%	141
Attend Sports Events	123,891	16.9%	106
Listen to Sports Event on Radio/Online Last 12 Mo	59,642	8.1%	90
Watch Alpine Skiing or Ski Jumping on TV/Online	33,057	4.5%	99
Watch Auto Racing (Not NASCAR) on TV/Online	32,009	4.4%	90
Watch Bicycle Racing on TV/Online	16,689	2.3%	111
Watch Bowling on TV/Online	15,971	2.2%	89
Watch Boxing on TV/Online	49,165	6.7%	107
Watch College Basketball on TV/Online	79,569	10.8%	88
Watch College Football on TV/Online	162,573	22.2%	83
Watch Esports on TV/Online	37,326	5.1%	149
Watch Figure Skating on TV/Online	46,238	6.3%	94
Watch Fishing on TV/Online	17,164	2.3%	69
Watch Gymnastics on TV/Online	40,821	5.6%	103

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch High School Sports on TV/Online	24,340	3.3%	63
Watch Horse Racing on TV/Online	19,862	2.7%	87
Watch International Soccer on TV/Online	58,550	8.0%	132
Watch LPGA Golf on TV/Online	17,718	2.4%	81
Watch Marathon/Triathlon/Obstacle Race on TV/Online	13,564	1.9%	120
Watch Men's Tennis on TV/Online	61,369	8.4%	125
Watch MLB Playoffs or World Series Baseball on TV/Online	121,836	16.6%	99
Watch MLB Regular Season Baseball on TV/Online	140,657	19.2%	98
Watch MLS Soccer on TV/Online	43,957	6.0%	124
Watch Motorcycle Racing on TV/Online	11,832	1.6%	90
Watch NASCAR Auto Racing on TV/Online	40,835	5.6%	69
Watch NBA Playoffs or Finals Basketball on TV/Online	130,576	17.8%	120
Watch NBA Regular Season Basketball on TV/Online	125,163	17.1%	121
Watch NCAA Tournament Basketball on TV/Online	87,618	11.9%	93
Watch NFL Playoffs or Super Bowl Football on TV/Online	222,030	30.3%	90
Watch NFL Sun/Mon/Thu Night Football Games on TV/Online	210,577	28.7%	89
Watch NFL Weekend Football Games on TV/Online	198,575	27.1%	89
Watch NHL Playoffs or Stanley Cup Ice Hockey on TV/Online	60,707	8.3%	113
Watch NHL Regular Season Ice Hockey on TV/Online	66,545	9.1%	114
Watch Other Mixed Martial Arts (MMA) on TV/Online	20,453	2.8%	95
Watch PGA Golf on TV/Online	69,772	9.5%	76
Watch Pro Beach Volleyball on TV/Online	15,491	2.1%	97
Watch Pro Bull Riding on TV/Online	14,411	2.0%	73
Watch Rodeo on TV/Online	11,515	1.6%	74
Watch Sports on TV/Online	438,913	59.8%	95
Watch Summer Extreme Sports on TV/Online	16,747	2.3%	114
Watch Summer Olympics on TV/Online	103,955	14.2%	100
Watch Track & Field on TV/Online	34,441	4.7%	106
Watch U.S. Men's Soccer on TV/Online	39,901	5.4%	124
Watch U.S. Women's Soccer on TV/Online	30,357	4.1%	113
Watch Ultimate Fighting Championship (UFC) on TV/Online	30,400	4.1%	93
Watch Winter Extreme Sports on TV/Online	19,291	2.6%	114
Watch Winter Olympics on TV/Online	90,028	12.3%	96
Watch WNBA Basketball on TV/Online	25,088	3.4%	111

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Watch Women's Tennis on TV/Online	59,138	8.1%	121
Watch World Cup Soccer on TV/Online	76,209	10.4%	126
Watch Wrestling (WWE) on TV/Online	30,552	4.2%	98
College Basketball Super Fan (10-10 on 10 Scale)	17,732	2.4%	92
College Football Super Fan (10-10 on 10 Scale)	32,758	4.5%	83
Golf Super Fan (10-10 on 10 Scale)	8,968	1.2%	79
High School Sports Super Fan (10-10 on 10 Scale)	14,039	1.9%	92
International Soccer Super Fan (10-10 on 10 Scale)	23,135	3.1%	127
MLB Super Fan (10-10 on 10 Scale)	31,836	4.3%	101
MLS Soccer Super Fan (10-10 on 10 Scale)	11,671	1.6%	120
NASCAR Super Fan (10-10 on 10 Scale)	10,164	1.4%	83
NBA Super Fan (10-10 on 10 Scale)	36,380	5.0%	134
NFL Super Fan (10-10 on 10 Scale)	63,133	8.6%	91
NHL Super Fan (10-10 on 10 Scale)	19,135	2.6%	112
Pro Wrestling Super Fan (10-10 on 10 Scale)	9,516	1.3%	112
Member of AARP	83,174	11.3%	68
Member of Church Board	12,347	1.7%	67
Member of Fraternal Order	16,695	2.3%	100
Member of Religious Club	12,009	1.6%	73
Member of Union	32,365	4.4%	99
Member of Veterans Club	10,133	1.4%	55
Participate in Indoor Gardening or Plant Care	122,358	16.7%	98
Attended Adult Education Course Last 12 Mo	105,544	14.4%	126
Visited Aquarium Last 12 Mo	59,188	8.1%	112
Went to Art Gallery Last 12 Mo	101,110	13.8%	149
Attended Auto Show Last 12 Mo	36,990	5.0%	93
Did Baking Last 12 Mo	213,058	29.0%	97
Barbecued Last 12 Mo	201,634	27.5%	89
Went to Bar or Night Club Last 12 Mo	168,867	23.0%	130
Went to Beach Last 12 Mo	243,730	33.2%	115
Played Billiards or Pool Last 12 Mo	45,438	6.2%	118
Played Bingo Last 12 Mo	28,358	3.9%	92
Did Birdwatching Last 12 Mo	39,213	5.3%	71
Played Board Game Last 12 Mo	169,687	23.1%	106

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Read Book Last 12 Mo	292,975	39.9%	104
Participated in Book Club Last 12 Mo	30,855	4.2%	105
Went on Overnight Camping Trip Last 12 Mo	83,554	11.4%	83
Played Cards Last 12 Mo	120,023	16.4%	92
Played Chess Last 12 Mo	37,732	5.1%	124
Played Computer Game Offline (with Software) Last 12 Mo	71,170	9.7%	110
Played Computer Game Online Last 12 Mo	115,250	15.7%	104
Cooked for Fun Last 12 Mo	221,993	30.3%	111
Did Crossword Puzzle Last 12 Mo	93,475	12.7%	95
Danced or Went Dancing Last 12 Mo	61,816	8.4%	129
Attended Dance Performance Last 12 Mo	28,881	3.9%	125
Dined Out Last 12 Mo	420,539	57.3%	103
Flew a Drone Last 12 Mo	20,358	2.8%	107
Attended State or County Fair Last 12 Mo	68,671	9.4%	87
Participated in Fantasy Sports League Last 12 Mo	42,834	5.8%	121
Did Furniture Refinishing Last 12 Mo	27,105	3.7%	78
Gambled at Casino Last 12 Mo	85,519	11.7%	98
Gambled in Las Vegas Last 12 Mo	34,563	4.7%	127
Participated in Genealogy Last 12 Mo	35,082	4.8%	96
Attended Horse Races Last 12 Mo	15,005	2.0%	98
Participated in Karaoke Last 12 Mo	37,515	5.1%	141
Bought Lottery Ticket Last 12 Mo	208,930	28.5%	88
Played Lottery 6+ Times Last 30 Days	57,998	7.9%	82
Bought Daily Drawing Lottery Ticket Last 12 Mo	22,374	3.0%	102
Bought Instant Game Lottery Ticket Last 12 Mo	106,429	14.5%	82
Bought Mega Millions Lottery Ticket Last 12 Mo	119,808	16.3%	98
Bought Powerball Lottery Ticket Last 12 Mo	123,280	16.8%	91
Attended Movie Last 6 Mo	360,205	49.1%	111
Attended Movie 1+ Times Week Last 90 Days	10,467	1.4%	132
Attended Movie 2-3 Times Month Last 90 Days	21,139	2.9%	119
Attended Movie 1 Time Month Last 90 Days	47,181	6.4%	125
Attended Movie < 1 Time Month Last 90 Days	252,764	34.5%	110
Saw Action Genre Movie at Theater Last 6 Mo	157,588	21.5%	116
Saw Adventure Genre Movie at Theater Last 6 Mo	149,016	20.3%	116

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Saw Animation Genre Movie at Theater Last 6 Mo	56,977	7.8%	104
Saw Biography Genre Movie at Theater Last 6 Mo	19,869	2.7%	95
Saw Comedy Genre Movie at Theater Last 6 Mo	100,233	13.7%	104
Saw Crime Genre Movie at Theater Last 6 Mo	55,416	7.5%	115
Saw Drama Genre Movie at Theater Last 6 Mo	102,434	14.0%	108
Saw Family Genre Movie at Theater Last 6 Mo	24,246	3.3%	107
Saw Fantasy Genre Movie at Theater Last 6 Mo	87,636	11.9%	127
Saw Horror Genre Movie at Theater Last 6 Mo	49,131	6.7%	121
Saw Romance Genre Movie at Theater Last 6 Mo	13,211	1.8%	120
Saw Science Fiction Genre Movie at Theater Last 6 Mo	73,679	10.0%	123
Saw Thriller Genre Movie at Theater Last 6 Mo	59,834	8.2%	108
Went to Museum Last 12 Mo	139,430	19.0%	143
Attended Classical Music or Opera Performance Last 12 Mo	32,134	4.4%	135
Attended Country Music Performance Last 12 Mo	30,128	4.1%	87
Attended Rock Music Performance Last 12 Mo	66,670	9.1%	112
Played Musical Instrument Last 12 Mo	70,962	9.7%	114
Did Painting/Drawing/Sculpting Last 12 Mo	86,058	11.7%	112
Did Photo Album or Scrapbooking Last 12 Mo	30,803	4.2%	90
Did Photography Last 12 Mo	93,143	12.7%	113
Did Sudoku Puzzle Last 12 Mo	67,195	9.2%	92
Participated in Tailgating Last 12 Mo	28,348	3.9%	119
Went to Live Theater Last 12 Mo	78,433	10.7%	123
Visited Theme Park Last 12 Mo	130,766	17.8%	113
Visited Theme Park 5+ Days Last 12 Mo	25,566	3.5%	100
Participated in Trivia Games Last 12 Mo	63,752	8.7%	117
Played (Console) Video or Electronic Game Last 12 Mo	110,813	15.1%	120
Played (Portable) Video or Electronic Game Last 12 Mo	60,481	8.2%	120
Visited Indoor Water Park Last 12 Mo	17,850	2.4%	94
Did Woodworking Last 12 Mo	28,692	3.9%	72
Went to Zoo Last 12 Mo	98,652	13.4%	107

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought 1-2 DVDs Last 30 Days	14,475	2.0%	87
Bought 3+ DVDs Last 30 Days	8,097	1.1%	66
Rented 1 DVD (Movie or Other Video) Last 30 Days	8,654	1.2%	72
Rented 2 DVDs (Movie or Other Video) Last 30 Days	6,130	0.8%	72
Rented 3+ DVDs (Movie or Other Video) Last 30 Days	12,656	1.7%	77
Rented Action or Adventure Movie Last 30 Days	108,287	14.8%	99
Rented Classic Movie Last 30 Days	28,019	3.8%	104
Rented Comedy Movie Last 30 Days	84,920	11.6%	105
Rented Drama Movie Last 30 Days	76,161	10.4%	114
Rented Family or Children's Movie Last 30 Days	27,469	3.7%	84
Rented Foreign Movie Last 30 Days	21,541	2.9%	163
Rented Horror Movie Last 30 Days	36,648	5.0%	113
Rented Musical Movie Last 30 Days	15,511	2.1%	122
Rented News or Documentary Movie Last 30 Days	32,742	4.5%	132
Rented Romance Movie Last 30 Days	26,926	3.7%	103
Rented Science Fiction Movie Last 30 Days	38,318	5.2%	109
Rented TV Show Movie Last 30 Days	44,676	6.1%	111
Rented Western Movie Last 30 Days	9,532	1.3%	77
Rented/Purchased DVD/Blu-Ray from Amazon Last 30 Days	79,312	10.8%	98
Rented/Purchased DVD/Blu-Ray from Netflix Last 30 Days	21,504	2.9%	90
Rented/Purchased DVD/Blu-Ray from Redbox Last 30 Days	25,090	3.4%	67
Bought Children's Toy or Game Last 12 Mo	259,494	35.4%	93
Spent \$1-49 on Toys or Games for Child Last 12 Mo	42,976	5.9%	87
Spent \$50-99 on Toys or Games for Child Last 12 Mo	21,283	2.9%	96
Spent \$100-199 on Toys or Games for Child Last 12 Mo	51,958	7.1%	94
Spent \$200-499 on Toys or Games for Child Last 12 Mo	69,802	9.5%	85
Spent \$500+ on Toys or Games for Child Last 12 Mo	39,902	5.4%	93
Bought Infant Toy Last 12 Mo	46,666	6.4%	89
Bought Pre-School Toy Last 12 Mo	43,773	6.0%	85
Bought Boy Action Figure for Child Last 12 Mo	50,825	6.9%	93
Bought Girl Action Figure for Child Last 12 Mo	22,731	3.1%	96
Bought Action Game for Child Last 12 Mo	13,687	1.9%	79
Bought Bicycle for Child Last 12 Mo	33,558	4.6%	87
Bought Board Game for Child Last 12 Mo	98,357	13.4%	94

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Sports and Leisure Market Potential

| Proposed Location | Ring: 5 mile radius


Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Builder Set for Child Last 12 Mo	32,561	4.4%	80
Bought Car for Child Last 12 Mo	51,688	7.0%	91
Bought Construction Toy for Child Last 12 Mo	44,971	6.1%	89
Bought Fashion Doll for Child Last 12 Mo	30,097	4.1%	87
Bought Large/Baby Doll for Child Last 12 Mo	40,466	5.5%	85
Bought Doll Accessories for Child Last 12 Mo	21,964	3.0%	81
Bought Doll Clothing for Child Last 12 Mo	23,496	3.2%	86
Bought Educational Toy for Child Last 12 Mo	95,195	13.0%	92
Bought Electronic Doll or Animal for Child Last 12 Mo	17,953	2.5%	96
Bought Electronic Game for Child Last 12 Mo	35,863	4.9%	91
Bought Mechanical Toy for Child Last 12 Mo	26,076	3.5%	94
Bought Model Kit or Set for Child Last 12 Mo	23,688	3.2%	84
Bought Plush Doll or Animal for Child Last 12 Mo	72,049	9.8%	89
Bought Sound Game for Child Last 12 Mo	10,463	1.4%	108
Bought Water Toy for Child Last 12 Mo	53,770	7.3%	87
Bought Word Game for Child Last 12 Mo	14,915	2.0%	91
Bought Digital Book Last 12 Mo	142,449	19.4%	106
Bought Hardcover Book Last 12 Mo	209,148	28.5%	106
Bought Paperback Book Last 12 Mo	269,482	36.7%	107
Bought 1-3 Books Last 12 Mo	163,761	22.3%	106
Bought 4-6 Books Last 12 Mo	90,559	12.3%	105
Bought 7+ Books Last 12 Mo	160,059	21.8%	104
Bought Fiction Book Last 12 Mo	239,871	32.7%	104
Bought Non-Fiction Book Last 12 Mo	234,277	31.9%	110
Bought Biography Last 12 Mo	66,103	9.0%	105
Bought Children's Book Last 12 Mo	70,894	9.7%	93
Bought Cookbook Last 12 Mo	56,865	7.8%	109
Bought History Book Last 12 Mo	80,558	11.0%	107
Bought Mystery Book Last 12 Mo	76,582	10.4%	85
Bought Novel Last 12 Mo	136,484	18.6%	111
Bought Religious Book (Not Bible) Last 12 Mo	39,771	5.4%	85
Bought Romance Book Last 12 Mo	42,363	5.8%	91
Bought Science Fiction Book Last 12 Mo	60,401	8.2%	114
Bought Personal/Business Self-Help Book Last 12 Mo	75,864	10.3%	126

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought Travel Book Last 12 Mo	16,043	2.2%	116
Purchased Greeting Card Last 6 Mo	338,920	46.2%	90
Bought Book from Barnes & Noble Store Last 12 Mo	89,897	12.3%	109
Bought Book from Other Book Store Last 12 Mo	92,544	12.6%	122
Bought Book from Amazon Online Last 12 Mo	279,393	38.1%	110
Bought Book from Barnes & Noble Online Last 12 Mo	18,876	2.6%	101
Bought Book from iTunes/Apple Books Last 12 Mo	12,361	1.7%	100
Listened to Audiobook Last 6 Mo	66,416	9.1%	110

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