

Demographic Summary		2025	2030	
Population		85,883	90,628	
Population 18+		80,374	84,826	
Households		52,380	56,302	
Median Household Income		\$138,427	\$147,664	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo		6,950	8.7%	116
Participated in Archery/12 Mo		1,776	2.2%	98
Participated in Backpacking/12 Mo		3,953	4.9%	146
Participated in Baseball/12 Mo		2,588	3.2%	108
Participated in Basketball/12 Mo		6,535	8.1%	142
Participated in Bicycling (Mountain)/12 Mo		2,738	3.4%	107
Participated in Bicycling (Road)/12 Mo		11,308	14.1%	141
Participated in Boating (Power)/12 Mo		2,987	3.7%	85
Participated in Bow Hunting/12 Mo		727	0.9%	53
Participated in Bowling/12 Mo		10,176	12.7%	129
Participated in Boxing/12 Mo		2,939	3.7%	204
Participated in Canoeing or Kayaking/12 Mo		6,561	8.2%	113
Participated in Cornhole/12 Mo		8,041	10.0%	106
Participated in CrossFit/12 Mo		1,606	2.0%	116
Participated in Fishing (Fresh Water)/12 Mo		5,050	6.3%	66
Participated in Fishing (Salt Water)/12 Mo		2,774	3.5%	102
Participated in Fly Fishing/12 Mo		686	0.8%	74
Participated in Football/12 Mo		2,352	2.9%	106
Participated in Frisbee/12 Mo		3,171	4.0%	137
Participated in Golf/12 Mo		6,882	8.6%	106
Participated in Hiking/12 Mo		18,876	23.5%	127
Participated in Horseback Riding/12 Mo		1,262	1.6%	79
Participated in Hunting w/Rifle/12 Mo		1,035	1.3%	40
Participated in Hunting w/Shotgun/12 Mo		1,049	1.3%	57
Participated in Ice Skating/12 Mo		3,601	4.5%	175
Participated in Jet Skiing/12 Mo		1,406	1.8%	111
Participated in Jogging or Running/12 Mo		13,204	16.4%	159
Participated in Kickboxing/12 Mo		1,679	2.1%	148
Participated in Marathon/Triathlon/12 Mo		1,055	1.3%	117
Participated in Martial Arts/12 Mo		1,979	2.5%	187
Participated in Motorcycling/12 Mo		1,723	2.1%	79
Participated in Paddleboarding/12 Mo		3,665	4.6%	175
Participated in Paintball/12 Mo		1,293	1.6%	152
Participated in Pickleball/12 Mo		3,511	4.4%	121
Participated in Pilates/12 Mo		4,126	5.1%	159
Participated in Ping Pong/12 Mo		4,493	5.6%	139
Participated in Rock Climbing/12 Mo		2,466	3.1%	172
Participated in Roller Skating/12 Mo		2,413	3.0%	150
Participated in Rollerblading/12 Mo		1,178	1.5%	123
Participated in Rowing (Indoor/Outdoor)/12 Mo		2,563	3.2%	177
Participated in Sailing/12 Mo		1,256	1.6%	135
Participated in Skateboarding/12 Mo		1,757	2.2%	176
Participated in Skiing (Downhill)/12 Mo		3,016	3.8%	138
Participated in Snorkeling/Diving/12 Mo		2,391	3.0%	132
Participated in Snowboarding/12 Mo		1,822	2.3%	144
Participated in Soccer/12 Mo		3,724	4.6%	124

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Softball/12 Mo	1,475	1.8%	102
Participated in Spinning/12 Mo	2,578	3.2%	193
Participated in Swimming/12 Mo	15,956	19.9%	122
Participated in Target Shooting/12 Mo	3,340	4.2%	91
Participated in Tennis/12 Mo	4,969	6.2%	174
Participated in Volleyball/12 Mo	2,740	3.4%	128
Participated in Walking for Exercise/12 Mo	24,920	31.0%	96
Participated in Water Skiing/12 Mo	1,000	1.2%	105
Participated in Whitewater Rafting/12 Mo	914	1.1%	104
Participated in Weight Lifting/12 Mo	16,349	20.3%	133
Participated in Yoga/12 Mo	12,039	15.0%	157
Participated in Zumba/12 Mo	2,362	2.9%	108
Spent \$1-99 on Sports/Recreation Equip/12 Mo	5,239	6.5%	102
Spent \$100-249 on Sports/Recreation Equip/12 Mo	5,901	7.3%	115
Spent \$250+ on Sports/Recreation Equip/12 Mo	7,740	9.6%	110
Attend Sports Event/12 Mo	19,964	24.8%	125
Attend High School Sports Event/12 Mo	2,434	3.0%	67
Attend MLB Baseball Game/12 Mo	7,949	9.9%	157
Attend NBA Basketball Game/12 Mo	3,263	4.1%	207
Attend NFL Football Game/12 Mo	2,570	3.2%	118
Attend NHL Ice Hockey Game/12 Mo	3,417	4.3%	230
Listen to Sports Event on Radio/Online/12 Mo	6,718	8.4%	89
Watch Alpine Skiing or Ski Jumping on TV/Online	3,463	4.3%	95
Watch Auto Racing (Not NASCAR) on TV/Online	3,802	4.7%	94
Watch Bicycle Racing on TV/Online	1,398	1.7%	90
Watch Bowling on TV/Online	1,094	1.4%	56
Watch Boxing on TV/Online	4,237	5.3%	87
Watch College Basketball on TV/Online	10,025	12.5%	99
Watch NCAA Basketball Tournament on TV/Online	10,717	13.3%	102
Watch College Football Reg Season on TV/Online	17,986	22.4%	90
Watch College Football Playoffs on TV/Online	16,150	20.1%	97
Watch Esports Event on TV/Online	4,711	5.9%	164
Watch Figure Skating on TV/Online	4,989	6.2%	95
Watch Fishing on TV/Online	1,761	2.2%	62
Watch Gymnastics on TV/Online	3,933	4.9%	106
Watch High School Sports on TV/Online	2,969	3.7%	63
Watch Horse Racing on TV/Online	1,985	2.5%	83
Watch International Soccer on TV/Online	6,658	8.3%	129
Watch LPGA Golf on TV/Online	1,784	2.2%	75
Watch Marathon/Triathlon/Obst Race on TV/Online	833	1.0%	69
Watch Men`s Tennis on TV/Online	6,284	7.8%	117
Watch MLB Regular Season Baseball on TV/Online	16,470	20.5%	105
Watch MLB Playoffs/World Series on TV/Online	13,623	16.9%	102
Watch MLS Soccer on TV/Online	5,612	7.0%	137
Watch Motorcycle Racing on TV/Online	1,102	1.4%	74
Watch NASCAR Auto Racing on TV/Online	3,721	4.6%	57
Watch NBA Regular Season Basketball on TV/Online	13,912	17.3%	121
Watch NBA Playoffs/Finals Basketball on TV/Online	14,692	18.3%	120
Watch NFL Sun/Mon/Thu Night Games on TV/Online	25,225	31.4%	96
Watch NFL Weekend Football Games on TV/Online	24,005	29.9%	99
Watch NFL Playoffs/Super Bowl on TV/Online	26,524	33.0%	98

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch NHL Regular Season Ice Hockey on TV/Online	8,171	10.2%	129
Watch NHL Playoffs/St Stanley Cup on TV/Online	7,816	9.7%	132
Watch Oth Mixed Martial Arts (MMA) on TV/Online	2,294	2.9%	107
Watch Poker Tournament on TV/Online	1,908	2.4%	81
Watch PGA Golf on TV/Online	7,712	9.6%	82
Watch Pro Beach Volleyball on TV/Online	1,103	1.4%	64
Watch Pro Bull Riding on TV/Online	843	1.1%	44
Watch Rodeo on TV/Online	934	1.2%	51
Watch Sports on TV/Online	50,536	62.9%	101
Watch Summer Extreme Sports on TV/Online	1,408	1.8%	87
Watch Summer Olympics on TV/Online	8,582	10.7%	91
Watch Track & Field on TV/Online	3,461	4.3%	91
Watch Ultimate Fighting (UFC) on TV/Online	4,141	5.2%	117
Watch U.S. Men`s Soccer on TV/Online	5,015	6.2%	124
Watch U.S. Women`s Soccer on TV/Online	4,060	5.0%	122
Watch Winter Extreme Sports on TV/Online	1,820	2.3%	96
Watch Winter Olympics on TV/Online	10,145	12.6%	92
Watch WNBA Basketball on TV/Online	2,262	2.8%	84
Watch Women`s Tennis on TV/Online	5,660	7.0%	109
Watch World Cup Soccer on TV/Online	11,488	14.3%	130
Watch Wrestling (WWE) on TV/Online	3,274	4.1%	85
College Basketball Super Fan (10-10 on 10 Scale)	2,127	2.6%	100
College Football Super Fan (10-10 on 10 Scale)	4,360	5.4%	98
Golf Super Fan (10-10 on 10 Scale)	748	0.9%	68
High School Sports Super Fan (10-10 on 10 Scale)	1,095	1.4%	65
Intl Soccer Super Fan (10-10 on 10 Scale)	3,354	4.2%	148
MLB Super Fan (10-10 on 10 Scale)	3,039	3.8%	90
MLS Soccer Super Fan (10-10 on 10 Scale)	990	1.2%	84
NASCAR Super Fan (10-10 on 10 Scale)	1,005	1.3%	73
NBA Super Fan (10-10 on 10 Scale)	3,467	4.3%	108
NFL Super Fan (10-10 on 10 Scale)	6,542	8.1%	80
NHL Super Fan (10-10 on 10 Scale)	2,041	2.5%	106
Pro Wrestling Super Fan (10-10 on 10 Scale)	730	0.9%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	8,131	10.1%	62
Member of Church Board	1,313	1.6%	68
Member of Fraternal Order	1,632	2.0%	86
Member of Place of Worship	10,305	12.8%	74
Member of Religious Club	1,265	1.6%	79
Member of Union	3,241	4.0%	96
Member of Veterans Club	883	1.1%	44
Did Indoor Gardening/Plant Care/12 Mo	13,879	17.3%	98
Attended Adult Education Course/12 Mo	12,904	16.1%	141
Went Antique Shopping/12 Mo	7,833	9.8%	94
Visited Aquarium/12 Mo	7,392	9.2%	113
Went to Art Gallery/12 Mo	15,531	19.3%	177
Attended Auto Show/12 Mo	4,372	5.4%	87
Did Baking/12 Mo	23,681	29.5%	100
Barbecued/12 Mo	22,067	27.5%	90
Went to Bar or Night Club/12 Mo	23,204	28.9%	149
Went to Beach/12 Mo	29,522	36.7%	124
Placed Bet on DraftKings Sportsbook/12 Mo	2,496	3.1%	148
Placed Bet on FanDuel Sportsbook/12 Mo	2,206	2.7%	158
Placed Bet on Sports/Fantasy Sports/12 Mo	5,517	6.9%	130
Played Billiards or Pool/12 Mo	7,130	8.9%	146
Played Bingo/12 Mo	3,713	4.6%	91
Did Birdwatching/12 Mo	4,381	5.5%	74
Played Board Game/12 Mo	22,644	28.2%	125
Read Book/12 Mo	34,294	42.7%	112
Read Comic Book/12 Mo	5,043	6.3%	165
Participated in Book Club/12 Mo	3,748	4.7%	114
Went on Overnight Camping Trip/12 Mo	11,404	14.2%	106
Played Cards/12 Mo	14,450	18.0%	103
Played Chess/12 Mo	4,435	5.5%	122
Went to Circus/12 Mo	1,857	2.3%	91
Went to Comedy Club/12 Mo	7,946	9.9%	152
Played Computer Game Offline (w/Software)/12 Mo	9,332	11.6%	134
Played Computer Game Online/12 Mo	13,073	16.3%	110
Cooked for Fun/12 Mo	25,625	31.9%	116
Participated in Cosplay/12 Mo	1,796	2.2%	109
Did Crossword Puzzle/12 Mo	10,645	13.2%	95
Danced or Went Dancing/12 Mo	7,844	9.8%	125
Attended Dance Performance/12 Mo	3,806	4.7%	114
Played Darts/12 Mo	4,799	6.0%	153
Dined Out/12 Mo	48,271	60.1%	107
Entertained Friends or Relatives in Home/12 Mo	29,672	36.9%	101
Participated in Filming/Producing Videos/12 Mo	2,566	3.2%	118
Flew a Drone/12 Mo	2,295	2.9%	103
Attended State or County Fair/12 Mo	9,974	12.4%	90
Participated in Fantasy Sports League/12 Mo	5,581	6.9%	139
Attended Food/Beverage Festival/12 Mo	13,548	16.9%	127
Did Furniture Refinishing/12 Mo	3,015	3.8%	86
Gambled at Casino/12 Mo	9,989	12.4%	97
Gambled at Native Amer Gaming Facility /12 Mo	1,471	1.8%	73

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Gambled in Las Vegas/12 Mo	4,166	5.2%	135
Participated in Genealogy/12 Mo	3,667	4.6%	93
Participated in Go-Carting/12 Mo	2,224	2.8%	106
Did Home Decoration/Furnishing/12 Mo	12,680	15.8%	109
Attended Horse Races/12 Mo	1,644	2.0%	84
Participated in Karaoke/12 Mo	4,540	5.7%	137
Purchased Lottery Ticket/12 Mo	24,278	30.2%	89
Played Lottery 6+ Times/30 Days	5,965	7.4%	74
Purchased Daily Drawing Lottery Ticket/12 Mo	1,618	2.0%	66
Purchased Instant Game Lottery Ticket/12 Mo	11,532	14.3%	82
Purchased Mega Millions Lottery Ticket/12 Mo	15,045	18.7%	101
Purchased Powerball Lottery Ticket/12 Mo	14,956	18.6%	92
Purchased Oth Lotto/Drawing Game Ticket/12 Mo	2,299	2.9%	72
Attended Movie/6 Mo	50,315	62.6%	118
Attended Movie 1+ Times Wk/90 Days	1,369	1.7%	124
Attended Movie 2-3 Times Month/90 Days	3,666	4.6%	139
Attended Movie 1 Time Month/90 Days	6,903	8.6%	141
Saw Action Genre Movie at Theater/6 Mo	26,847	33.4%	126
Saw Adventure Genre Movie at Theater/6 Mo	29,705	37.0%	127
Saw Animation Genre Movie at Theater/6 Mo	10,215	12.7%	114
Saw Biography Genre Movie at Theater/6 Mo	5,606	7.0%	111
Saw Comedy Genre Movie at Theater/6 Mo	20,133	25.1%	123
Saw Crime Genre Movie at Theater/6 Mo	8,782	10.9%	130
Saw Drama Genre Movie at Theater/6 Mo	21,164	26.3%	119
Saw Family Genre Movie at Theater/6 Mo	4,507	5.6%	116
Saw Fantasy Genre Movie at Theater/6 Mo	18,605	23.1%	138
Saw Horror Genre Movie at Theater/6 Mo	7,524	9.4%	119
Saw Romance Genre Movie at Theater/6 Mo	4,096	5.1%	135
Saw Science Fiction Genre Movie at Theater/6 Mo	7,269	9.0%	124
Saw Thriller Genre Movie at Theater/6 Mo	11,267	14.0%	134
Went to Museum/12 Mo	21,313	26.5%	166
Attended Classical Music/Opera Performance/12 Mo	5,346	6.7%	150
Attended Country Music Performance/12 Mo	5,280	6.6%	108
Attended Rock Music Performance/12 Mo	10,446	13.0%	120
Attended R&B/Rap/Hip-Hop Music Performance/12 Mo	4,537	5.6%	137
Attended Music Festival/12 Mo	6,105	7.6%	126
Played Musical Instrument/12 Mo	7,943	9.9%	118
Did Painting/Drawing/Sculpting/12 Mo	10,394	12.9%	122
Did Photo Album or Scrapbooking/12 Mo	3,102	3.9%	77
Did Photography/12 Mo	11,000	13.7%	122
Went on Picnic/12 Mo	8,081	10.1%	118
Sang in Choir or Band/12 Mo	2,184	2.7%	90
Did Sudoku Puzzle/12 Mo	7,989	9.9%	98
Did Stargazing/12 Mo	6,341	7.9%	112
Participated in Tailgating/12 Mo	4,058	5.0%	127
Went to Live Theater/12 Mo	12,136	15.1%	130
Participated in Local Theater/12 Mo	1,384	1.7%	101
Visited Theme Park/12 Mo	17,624	21.9%	116
Visited Theme Park 5+ Days/12 Mo	4,157	5.2%	121
Participated in Trivia Games/12 Mo	8,736	10.9%	133

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Sports and Leisure Market Potential

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

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Played (Console) Video or Electronic Game/12 Mo	14,669	18.3%	143
Played (Portable) Video or Electronic Game/12 Mo	8,605	10.7%	147
Visited Indoor Water Park/12 Mo	2,139	2.7%	83
Participated in Wine/Beer Making/12 Mo	1,944	2.4%	127
Went to Wine Tasting/12 Mo	8,911	11.1%	137
Did Woodworking/12 Mo	3,668	4.6%	85
Attended/Coached Youth Sports Event/12 Mo	6,816	8.5%	81
Went to Zoo/12 Mo	13,350	16.6%	119
Purchased 1 DVD/Blu-Ray Video/30 Days	629	0.8%	67
Purchased 2-4 DVD/Blu-Ray Videos/30 Days	810	1.0%	70
Purchased 5+ DVD/Blu-Ray Videos/30 Days	382	0.5%	56
Purch DVD/Blu-Ray Video from Amazon/30 Days	2,487	3.1%	92
Rented 1 Streaming Video /30 Days	5,028	6.3%	122
Rented 2-4 Streaming Videos /30 Days	6,416	8.0%	123
Rented 5-9 Streaming Videos /30 Days	1,999	2.5%	128
Rented 10+ Streaming Videos /30 Days	2,300	2.9%	113
Rented/Purchased Action/Adventure Movie/30 Days	13,695	17.0%	104
Rented/Purchased Animation Movie/30 Days	4,663	5.8%	108
Rented/Purchased Classic Movie/30 Days	3,519	4.4%	101
Rented/Purchased Comedy Movie/30 Days	10,130	12.6%	102
Rented/Purchased Drama Movie/30 Days	9,373	11.7%	122
Rented/Purchased Family/Children`s Movie/30 Days	2,783	3.5%	73
Rented/Purchased Foreign Movie/30 Days	2,223	2.8%	143
Rented/Purchased Horror Movie/30 Days	5,432	6.8%	122
Rented/Purchased Musical Movie/30 Days	1,767	2.2%	116
Rented/Purchased News/Documentary Movie/30 Days	4,047	5.0%	143
Rented/Purchased Romance Movie/30 Days	3,415	4.3%	107
Rented/Purchased Science Fiction Movie/30 Days	6,052	7.5%	136
Rented/Purchased Suspense/Thriller Movie/30 Days	5,094	6.3%	102
Rented/Purchased TV Show Movie/30 Days	6,169	7.7%	127
Rented/Purchased Western Movie/30 Days	963	1.2%	67

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Demographic Summary		2025	2030
Population		404,831	413,853
Population 18+		359,533	369,185
Households		224,866	234,916
Median Household Income		\$118,422	\$128,064

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in Aerobics/12 Mo	31,241	8.7%	117
Participated in Archery/12 Mo	7,438	2.1%	91
Participated in Backpacking/12 Mo	15,266	4.3%	126
Participated in Baseball/12 Mo	11,395	3.2%	106
Participated in Basketball/12 Mo	27,077	7.5%	132
Participated in Bicycling (Mountain)/12 Mo	12,385	3.4%	109
Participated in Bicycling (Road)/12 Mo	49,275	13.7%	137
Participated in Boating (Power)/12 Mo	12,939	3.6%	82
Participated in Bow Hunting/12 Mo	3,079	0.9%	50
Participated in Bowling/12 Mo	42,051	11.7%	119
Participated in Boxing/12 Mo	10,522	2.9%	163
Participated in Canoeing or Kayaking/12 Mo	27,733	7.7%	107
Participated in Cornhole/12 Mo	32,365	9.0%	95
Participated in CrossFit/12 Mo	6,861	1.9%	111
Participated in Fishing (Fresh Water)/12 Mo	21,224	5.9%	62
Participated in Fishing (Salt Water)/12 Mo	12,363	3.4%	102
Participated in Fly Fishing/12 Mo	3,160	0.9%	76
Participated in Football/12 Mo	10,881	3.0%	109
Participated in Frisbee/12 Mo	12,993	3.6%	125
Participated in Golf/12 Mo	29,052	8.1%	100
Participated in Hiking/12 Mo	80,425	22.4%	121
Participated in Horseback Riding/12 Mo	5,669	1.6%	80
Participated in Hunting w/Rifle/12 Mo	4,801	1.3%	42
Participated in Hunting w/Shotgun/12 Mo	4,271	1.2%	52
Participated in Ice Skating/12 Mo	14,841	4.1%	162
Participated in Jet Skiing/12 Mo	5,822	1.6%	103
Participated in Jogging or Running/12 Mo	54,600	15.2%	147
Participated in Kickboxing/12 Mo	7,004	1.9%	138
Participated in Marathon/Triathlon/12 Mo	4,365	1.2%	108
Participated in Martial Arts/12 Mo	7,379	2.0%	156
Participated in Motorcycling/12 Mo	7,997	2.2%	82
Participated in Paddleboarding/12 Mo	13,899	3.9%	149
Participated in Paintball/12 Mo	5,114	1.4%	135
Participated in Pickleball/12 Mo	14,387	4.0%	111
Participated in Pilates/12 Mo	17,867	5.0%	154
Participated in Ping Pong/12 Mo	18,676	5.2%	130
Participated in Rock Climbing/12 Mo	9,718	2.7%	152
Participated in Roller Skating/12 Mo	9,104	2.5%	127
Participated in Rollerblading/12 Mo	4,979	1.4%	116
Participated in Rowing (Indoor/Outdoor)/12 Mo	9,594	2.7%	148
Participated in Sailing/12 Mo	5,136	1.4%	123
Participated in Skateboarding/12 Mo	6,861	1.9%	154
Participated in Skiing (Downhill)/12 Mo	13,783	3.8%	141
Participated in Snorkeling/Diving/12 Mo	10,241	2.9%	126
Participated in Snowboarding/12 Mo	8,013	2.2%	142
Participated in Soccer/12 Mo	16,364	4.5%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Softball/12 Mo	6,516	1.8%	101
Participated in Spinning/12 Mo	9,825	2.7%	165
Participated in Swimming/12 Mo	67,504	18.8%	115
Participated in Target Shooting/12 Mo	13,924	3.9%	85
Participated in Tennis/12 Mo	20,705	5.8%	162
Participated in Volleyball/12 Mo	11,742	3.3%	123
Participated in Walking for Exercise/12 Mo	114,589	31.9%	98
Participated in Water Skiing/12 Mo	4,164	1.2%	98
Participated in Whitewater Rafting/12 Mo	4,179	1.2%	106
Participated in Weight Lifting/12 Mo	67,880	18.9%	124
Participated in Yoga/12 Mo	50,986	14.2%	148
Participated in Zumba/12 Mo	10,881	3.0%	111
Spent \$1-99 on Sports/Recreation Equip/12 Mo	23,304	6.5%	101
Spent \$100-249 on Sports/Recreation Equip/12 Mo	23,765	6.6%	104
Spent \$250+ on Sports/Recreation Equip/12 Mo	32,247	9.0%	102
Attend Sports Event/12 Mo	82,377	22.9%	115
Attend High School Sports Event/12 Mo	10,987	3.1%	67
Attend MLB Baseball Game/12 Mo	34,864	9.7%	153
Attend NBA Basketball Game/12 Mo	13,137	3.6%	187
Attend NFL Football Game/12 Mo	11,152	3.1%	115
Attend NHL Ice Hockey Game/12 Mo	12,331	3.4%	185
Listen to Sports Event on Radio/Online/12 Mo	30,239	8.4%	89
Watch Alpine Skiing or Ski Jumping on TV/Online	16,870	4.7%	104
Watch Auto Racing (Not NASCAR) on TV/Online	16,146	4.5%	90
Watch Bicycle Racing on TV/Online	7,348	2.0%	106
Watch Bowling on TV/Online	5,726	1.6%	65
Watch Boxing on TV/Online	20,260	5.6%	93
Watch College Basketball on TV/Online	42,434	11.8%	94
Watch NCAA Basketball Tournament on TV/Online	45,867	12.8%	97
Watch College Football Reg Season on TV/Online	74,510	20.7%	84
Watch College Football Playoffs on TV/Online	65,358	18.2%	88
Watch Esports Event on TV/Online	19,691	5.5%	153
Watch Figure Skating on TV/Online	23,519	6.5%	100
Watch Fishing on TV/Online	8,998	2.5%	70
Watch Gymnastics on TV/Online	17,674	4.9%	106
Watch High School Sports on TV/Online	13,340	3.7%	63
Watch Horse Racing on TV/Online	9,508	2.6%	89
Watch International Soccer on TV/Online	29,384	8.2%	127
Watch LPGA Golf on TV/Online	8,672	2.4%	81
Watch Marathon/Triathlon/Obst Race on TV/Online	5,149	1.4%	96
Watch Men`s Tennis on TV/Online	28,515	7.9%	118
Watch MLB Regular Season Baseball on TV/Online	74,483	20.7%	106
Watch MLB Playoffs/World Series on TV/Online	62,722	17.4%	105
Watch MLS Soccer on TV/Online	22,820	6.3%	124
Watch Motorcycle Racing on TV/Online	4,959	1.4%	75
Watch NASCAR Auto Racing on TV/Online	18,754	5.2%	64
Watch NBA Regular Season Basketball on TV/Online	61,886	17.2%	120
Watch NBA Playoffs/Finals Basketball on TV/Online	64,578	18.0%	118
Watch NFL Sun/Mon/Thu Night Games on TV/Online	108,969	30.3%	93
Watch NFL Weekend Football Games on TV/Online	102,625	28.5%	95
Watch NFL Playoffs/Super Bowl on TV/Online	115,275	32.1%	95

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch NHL Regular Season Ice Hockey on TV/Online	34,554	9.6%	122
Watch NHL Playoffs/Stanley Cup on TV/Online	33,067	9.2%	125
Watch Oth Mixed Martial Arts (MMA) on TV/Online	10,775	3.0%	112
Watch Poker Tournament on TV/Online	9,292	2.6%	88
Watch PGA Golf on TV/Online	34,265	9.5%	82
Watch Pro Beach Volleyball on TV/Online	5,386	1.5%	70
Watch Pro Bull Riding on TV/Online	4,626	1.3%	53
Watch Rodeo on TV/Online	4,516	1.3%	55
Watch Sports on TV/Online	220,334	61.3%	99
Watch Summer Extreme Sports on TV/Online	6,853	1.9%	95
Watch Summer Olympics on TV/Online	40,080	11.2%	95
Watch Track & Field on TV/Online	16,388	4.6%	97
Watch Ultimate Fighting (UFC) on TV/Online	17,485	4.9%	110
Watch U.S. Men`s Soccer on TV/Online	21,550	6.0%	119
Watch U.S. Women`s Soccer on TV/Online	17,691	4.9%	119
Watch Winter Extreme Sports on TV/Online	8,472	2.4%	100
Watch Winter Olympics on TV/Online	47,264	13.2%	96
Watch WNBA Basketball on TV/Online	11,350	3.2%	94
Watch Women`s Tennis on TV/Online	26,679	7.4%	115
Watch World Cup Soccer on TV/Online	49,977	13.9%	126
Watch Wrestling (WWE) on TV/Online	14,906	4.2%	86
College Basketball Super Fan (10-10 on 10 Scale)	9,383	2.6%	98
College Football Super Fan (10-10 on 10 Scale)	17,799	5.0%	90
Golf Super Fan (10-10 on 10 Scale)	4,198	1.2%	85
High School Sports Super Fan (10-10 on 10 Scale)	7,097	2.0%	95
Intl Soccer Super Fan (10-10 on 10 Scale)	14,597	4.1%	144
MLB Super Fan (10-10 on 10 Scale)	15,743	4.4%	104
MLS Soccer Super Fan (10-10 on 10 Scale)	5,810	1.6%	111
NASCAR Super Fan (10-10 on 10 Scale)	5,086	1.4%	83
NBA Super Fan (10-10 on 10 Scale)	17,147	4.8%	119
NFL Super Fan (10-10 on 10 Scale)	32,048	8.9%	88
NHL Super Fan (10-10 on 10 Scale)	10,612	3.0%	123
Pro Wrestling Super Fan (10-10 on 10 Scale)	4,091	1.1%	92

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	41,651	11.6%	71
Member of Church Board	6,123	1.7%	70
Member of Fraternal Order	7,438	2.1%	87
Member of Place of Worship	47,045	13.1%	76
Member of Religious Club	5,695	1.6%	80
Member of Union	16,413	4.6%	108
Member of Veterans Club	4,575	1.3%	51
Did Indoor Gardening/Plant Care/12 Mo	64,666	18.0%	102
Attended Adult Education Course/12 Mo	55,768	15.5%	136
Went Antique Shopping/12 Mo	33,673	9.4%	90
Visited Aquarium/12 Mo	32,806	9.1%	112
Went to Art Gallery/12 Mo	64,996	18.1%	166
Attended Auto Show/12 Mo	20,847	5.8%	93
Did Baking/12 Mo	105,845	29.4%	100
Barbecued/12 Mo	99,119	27.6%	91
Went to Bar or Night Club/12 Mo	95,748	26.6%	137
Went to Beach/12 Mo	128,879	35.9%	121
Placed Bet on DraftKings Sportsbook/12 Mo	10,514	2.9%	140
Placed Bet on FanDuel Sportsbook/12 Mo	8,736	2.4%	140
Placed Bet on Sports/Fantasy Sports/12 Mo	24,479	6.8%	129
Played Billiards or Pool/12 Mo	28,796	8.0%	132
Played Bingo/12 Mo	16,073	4.5%	88
Did Birdwatching/12 Mo	21,045	5.8%	80
Played Board Game/12 Mo	93,757	26.1%	116
Read Book/12 Mo	149,571	41.6%	109
Read Comic Book/12 Mo	20,150	5.6%	147
Participated in Book Club/12 Mo	16,576	4.6%	112
Went on Overnight Camping Trip/12 Mo	47,379	13.2%	99
Played Cards/12 Mo	61,513	17.1%	98
Played Chess/12 Mo	19,730	5.5%	122
Went to Circus/12 Mo	8,837	2.5%	97
Went to Comedy Club/12 Mo	34,297	9.5%	147
Played Computer Game Offline (w/Software)/12 Mo	38,806	10.8%	124
Played Computer Game Online/12 Mo	56,568	15.7%	106
Cooked for Fun/12 Mo	112,733	31.4%	114
Participated in Cosplay/12 Mo	8,497	2.4%	115
Did Crossword Puzzle/12 Mo	49,331	13.7%	99
Danced or Went Dancing/12 Mo	34,745	9.7%	124
Attended Dance Performance/12 Mo	17,743	4.9%	119
Played Darts/12 Mo	17,667	4.9%	126
Dined Out/12 Mo	213,145	59.3%	106
Entertained Friends or Relatives in Home/12 Mo	133,350	37.1%	102
Participated in Filming/Producing Videos/12 Mo	11,620	3.2%	120
Flew a Drone/12 Mo	10,260	2.9%	103
Attended State or County Fair/12 Mo	41,549	11.6%	83
Participated in Fantasy Sports League/12 Mo	24,059	6.7%	134
Attended Food/Beverage Festival/12 Mo	57,387	16.0%	121
Did Furniture Refinishing/12 Mo	13,669	3.8%	88
Gambled at Casino/12 Mo	46,039	12.8%	100
Gambled at Native Amer Gaming Facility /12 Mo	6,261	1.7%	70

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Gambled in Las Vegas/12 Mo	18,826	5.2%	136
Participated in Genealogy/12 Mo	16,405	4.6%	93
Participated in Go-Carting/12 Mo	9,781	2.7%	104
Did Home Decoration/Furnishing/12 Mo	55,720	15.5%	107
Attended Horse Races/12 Mo	7,747	2.1%	88
Participated in Karaoke/12 Mo	21,101	5.9%	142
Purchased Lottery Ticket/12 Mo	110,288	30.7%	91
Played Lottery 6+ Times/30 Days	29,009	8.1%	81
Purchased Daily Drawing Lottery Ticket/12 Mo	9,236	2.6%	84
Purchased Instant Game Lottery Ticket/12 Mo	51,796	14.4%	83
Purchased Mega Millions Lottery Ticket/12 Mo	67,187	18.7%	101
Purchased Powerball Lottery Ticket/12 Mo	69,362	19.3%	96
Purchased Oth Lotto/Drawing Game Ticket/12 Mo	11,696	3.3%	82
Attended Movie/6 Mo	216,798	60.3%	113
Attended Movie 1+ Times Wk/90 Days	5,656	1.6%	115
Attended Movie 2-3 Times Month/90 Days	15,702	4.4%	133
Attended Movie 1 Time Month/90 Days	28,519	7.9%	130
Saw Action Genre Movie at Theater/6 Mo	115,002	32.0%	121
Saw Adventure Genre Movie at Theater/6 Mo	126,339	35.1%	121
Saw Animation Genre Movie at Theater/6 Mo	43,502	12.1%	109
Saw Biography Genre Movie at Theater/6 Mo	25,670	7.1%	114
Saw Comedy Genre Movie at Theater/6 Mo	86,259	24.0%	118
Saw Crime Genre Movie at Theater/6 Mo	37,565	10.4%	125
Saw Drama Genre Movie at Theater/6 Mo	91,386	25.4%	115
Saw Family Genre Movie at Theater/6 Mo	18,687	5.2%	107
Saw Fantasy Genre Movie at Theater/6 Mo	79,719	22.2%	132
Saw Horror Genre Movie at Theater/6 Mo	32,424	9.0%	115
Saw Romance Genre Movie at Theater/6 Mo	17,521	4.9%	129
Saw Science Fiction Genre Movie at Theater/6 Mo	30,986	8.6%	118
Saw Thriller Genre Movie at Theater/6 Mo	46,598	13.0%	124
Went to Museum/12 Mo	89,954	25.0%	156
Attended Classical Music/Opera Performance/12 Mo	23,957	6.7%	151
Attended Country Music Performance/12 Mo	20,713	5.8%	95
Attended Rock Music Performance/12 Mo	46,120	12.8%	118
Attended R&B/Rap/Hip-Hop Music Performance/12 Mo	20,238	5.6%	137
Attended Music Festival/12 Mo	27,298	7.6%	126
Played Musical Instrument/12 Mo	36,639	10.2%	122
Did Painting/Drawing/Sculpting/12 Mo	46,172	12.8%	121
Did Photo Album or Scrapbooking/12 Mo	14,605	4.1%	81
Did Photography/12 Mo	49,311	13.7%	122
Went on Picnic/12 Mo	35,576	9.9%	116
Sang in Choir or Band/12 Mo	9,743	2.7%	90
Did Sudoku Puzzle/12 Mo	35,635	9.9%	98
Did Stargazing/12 Mo	27,525	7.7%	108
Participated in Tailgating/12 Mo	16,941	4.7%	119
Went to Live Theater/12 Mo	56,009	15.6%	134
Participated in Local Theater/12 Mo	7,291	2.0%	119
Visited Theme Park/12 Mo	77,912	21.7%	115
Visited Theme Park 5+ Days/12 Mo	17,299	4.8%	113
Participated in Trivia Games/12 Mo	36,472	10.1%	124

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Sports and Leisure Market Potential

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

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Played (Console) Video or Electronic Game/12 Mo	59,233	16.5%	129
Played (Portable) Video or Electronic Game/12 Mo	35,009	9.7%	134
Visited Indoor Water Park/12 Mo	10,840	3.0%	94
Participated in Wine/Beer Making/12 Mo	7,976	2.2%	116
Went to Wine Tasting/12 Mo	39,285	10.9%	135
Did Woodworking/12 Mo	15,375	4.3%	79
Attended/Coached Youth Sports Event/12 Mo	31,547	8.8%	84
Went to Zoo/12 Mo	56,042	15.6%	112
Purchased 1 DVD/Blu-Ray Video/30 Days	3,290	0.9%	78
Purchased 2-4 DVD/Blu-Ray Videos/30 Days	3,384	0.9%	65
Purchased 5+ DVD/Blu-Ray Videos/30 Days	2,138	0.6%	70
Purch DVD/Blu-Ray Video from Amazon/30 Days	10,723	3.0%	89
Rented 1 Streaming Video /30 Days	20,029	5.6%	108
Rented 2-4 Streaming Videos /30 Days	27,970	7.8%	120
Rented 5-9 Streaming Videos /30 Days	8,742	2.4%	125
Rented 10+ Streaming Videos /30 Days	9,732	2.7%	107
Rented/Purchased Action/Adventure Movie/30 Days	59,168	16.5%	100
Rented/Purchased Animation Movie/30 Days	19,794	5.5%	103
Rented/Purchased Classic Movie/30 Days	16,329	4.5%	105
Rented/Purchased Comedy Movie/30 Days	44,744	12.4%	101
Rented/Purchased Drama Movie/30 Days	40,538	11.3%	118
Rented/Purchased Family/Children`s Movie/30 Days	11,915	3.3%	70
Rented/Purchased Foreign Movie/30 Days	10,199	2.8%	147
Rented/Purchased Horror Movie/30 Days	21,998	6.1%	110
Rented/Purchased Musical Movie/30 Days	7,636	2.1%	112
Rented/Purchased News/Documentary Movie/30 Days	16,620	4.6%	131
Rented/Purchased Romance Movie/30 Days	14,279	4.0%	100
Rented/Purchased Science Fiction Movie/30 Days	23,587	6.6%	118
Rented/Purchased Suspense/Thriller Movie/30 Days	21,898	6.1%	98
Rented/Purchased TV Show Movie/30 Days	24,848	6.9%	114
Rented/Purchased Western Movie/30 Days	4,984	1.4%	77

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Demographic Summary		2025	2030
Population		860,198	862,494
Population 18+		733,129	741,807
Households		431,408	442,972
Median Household Income		\$102,657	\$111,418

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in Aerobics/12 Mo	62,319	8.5%	114
Participated in Archery/12 Mo	14,763	2.0%	89
Participated in Backpacking/12 Mo	28,702	3.9%	116
Participated in Baseball/12 Mo	23,419	3.2%	107
Participated in Basketball/12 Mo	53,445	7.3%	127
Participated in Bicycling (Mountain)/12 Mo	24,755	3.4%	106
Participated in Bicycling (Road)/12 Mo	91,602	12.5%	125
Participated in Boating (Power)/12 Mo	25,294	3.5%	79
Participated in Bow Hunting/12 Mo	6,862	0.9%	55
Participated in Bowling/12 Mo	82,316	11.2%	114
Participated in Boxing/12 Mo	20,403	2.8%	155
Participated in Canoeing or Kayaking/12 Mo	51,520	7.0%	98
Participated in Cornhole/12 Mo	60,373	8.2%	87
Participated in CrossFit/12 Mo	14,221	1.9%	113
Participated in Fishing (Fresh Water)/12 Mo	43,751	6.0%	62
Participated in Fishing (Salt Water)/12 Mo	24,883	3.4%	100
Participated in Fly Fishing/12 Mo	7,123	1.0%	84
Participated in Football/12 Mo	22,789	3.1%	112
Participated in Frisbee/12 Mo	24,949	3.4%	118
Participated in Golf/12 Mo	54,709	7.5%	93
Participated in Hiking/12 Mo	149,077	20.3%	110
Participated in Horseback Riding/12 Mo	12,170	1.7%	84
Participated in Hunting w/Rifle/12 Mo	10,679	1.5%	46
Participated in Hunting w/Shotgun/12 Mo	9,003	1.2%	54
Participated in Ice Skating/12 Mo	27,380	3.7%	146
Participated in Jet Skiing/12 Mo	11,789	1.6%	102
Participated in Jogging or Running/12 Mo	102,131	13.9%	135
Participated in Kickboxing/12 Mo	14,126	1.9%	137
Participated in Marathon/Triathlon/12 Mo	9,160	1.3%	111
Participated in Martial Arts/12 Mo	14,093	1.9%	146
Participated in Motorcycling/12 Mo	16,511	2.3%	83
Participated in Paddleboarding/12 Mo	24,863	3.4%	130
Participated in Paintball/12 Mo	10,539	1.4%	136
Participated in Pickleball/12 Mo	26,758	3.6%	101
Participated in Pilates/12 Mo	33,379	4.5%	141
Participated in Ping Pong/12 Mo	34,897	4.8%	119
Participated in Rock Climbing/12 Mo	18,613	2.5%	143
Participated in Roller Skating/12 Mo	18,356	2.5%	125
Participated in Rollerblading/12 Mo	10,250	1.4%	117
Participated in Rowing (Indoor/Outdoor)/12 Mo	17,816	2.4%	135
Participated in Sailing/12 Mo	10,303	1.4%	121
Participated in Skateboarding/12 Mo	13,459	1.8%	148
Participated in Skiing (Downhill)/12 Mo	25,396	3.5%	127
Participated in Snorkeling/Diving/12 Mo	19,468	2.7%	117
Participated in Snowboarding/12 Mo	15,598	2.1%	136
Participated in Soccer/12 Mo	33,834	4.6%	124

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Softball/12 Mo	13,439	1.8%	102
Participated in Spinning/12 Mo	18,276	2.5%	150
Participated in Swimming/12 Mo	127,191	17.4%	107
Participated in Target Shooting/12 Mo	26,616	3.6%	79
Participated in Tennis/12 Mo	38,791	5.3%	149
Participated in Volleyball/12 Mo	23,266	3.2%	120
Participated in Walking for Exercise/12 Mo	225,296	30.7%	95
Participated in Water Skiing/12 Mo	8,945	1.2%	103
Participated in Whitewater Rafting/12 Mo	8,926	1.2%	111
Participated in Weight Lifting/12 Mo	127,413	17.4%	114
Participated in Yoga/12 Mo	94,388	12.9%	135
Participated in Zumba/12 Mo	23,324	3.2%	117
Spent \$1-99 on Sports/Recreation Equip/12 Mo	47,579	6.5%	101
Spent \$100-249 on Sports/Recreation Equip/12 Mo	45,351	6.2%	97
Spent \$250+ on Sports/Recreation Equip/12 Mo	61,094	8.3%	95
Attend Sports Event/12 Mo	154,246	21.0%	106
Attend High School Sports Event/12 Mo	22,590	3.1%	68
Attend MLB Baseball Game/12 Mo	64,140	8.8%	138
Attend NBA Basketball Game/12 Mo	24,915	3.4%	174
Attend NFL Football Game/12 Mo	21,910	3.0%	111
Attend NHL Ice Hockey Game/12 Mo	21,419	2.9%	158
Listen to Sports Event on Radio/Online/12 Mo	59,905	8.2%	87
Watch Alpine Skiing or Ski Jumping on TV/Online	33,162	4.5%	100
Watch Auto Racing (Not NASCAR) on TV/Online	31,833	4.3%	87
Watch Bicycle Racing on TV/Online	15,336	2.1%	108
Watch Bowling on TV/Online	13,130	1.8%	74
Watch Boxing on TV/Online	47,355	6.5%	106
Watch College Basketball on TV/Online	81,426	11.1%	88
Watch NCAA Basketball Tournament on TV/Online	89,038	12.1%	93
Watch College Football Reg Season on TV/Online	142,505	19.4%	79
Watch College Football Playoffs on TV/Online	125,979	17.2%	83
Watch Esports Event on TV/Online	39,492	5.4%	151
Watch Figure Skating on TV/Online	46,349	6.3%	96
Watch Fishing on TV/Online	19,838	2.7%	76
Watch Gymnastics on TV/Online	36,076	4.9%	106
Watch High School Sports on TV/Online	28,614	3.9%	67
Watch Horse Racing on TV/Online	19,400	2.6%	89
Watch International Soccer on TV/Online	59,808	8.2%	127
Watch LPGA Golf on TV/Online	17,586	2.4%	81
Watch Marathon/Triathlon/Obst Race on TV/Online	11,987	1.6%	109
Watch Men`s Tennis on TV/Online	54,884	7.5%	112
Watch MLB Regular Season Baseball on TV/Online	143,662	19.6%	100
Watch MLB Playoffs/World Series on TV/Online	123,862	16.9%	101
Watch MLS Soccer on TV/Online	45,477	6.2%	121
Watch Motorcycle Racing on TV/Online	11,216	1.5%	83
Watch NASCAR Auto Racing on TV/Online	38,996	5.3%	65
Watch NBA Regular Season Basketball on TV/Online	127,290	17.4%	121
Watch NBA Playoffs/Finals Basketball on TV/Online	131,836	18.0%	118
Watch NFL Sun/Mon/Thu Night Games on TV/Online	215,007	29.3%	90
Watch NFL Weekend Football Games on TV/Online	200,698	27.4%	91
Watch NFL Playoffs/Super Bowl on TV/Online	227,594	31.0%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch NHL Regular Season Ice Hockey on TV/Online	63,297	8.6%	109
Watch NHL Playoffs/Stanley Cup on TV/Online	60,810	8.3%	113
Watch Oth Mixed Martial Arts (MMA) on TV/Online	22,802	3.1%	116
Watch Poker Tournament on TV/Online	19,314	2.6%	90
Watch PGA Golf on TV/Online	64,721	8.8%	76
Watch Pro Beach Volleyball on TV/Online	12,549	1.7%	80
Watch Pro Bull Riding on TV/Online	10,855	1.5%	62
Watch Rodeo on TV/Online	10,440	1.4%	62
Watch Sports on TV/Online	438,573	59.8%	96
Watch Summer Extreme Sports on TV/Online	14,834	2.0%	101
Watch Summer Olympics on TV/Online	79,045	10.8%	92
Watch Track & Field on TV/Online	34,776	4.7%	100
Watch Ultimate Fighting (UFC) on TV/Online	35,641	4.9%	110
Watch U.S. Men`s Soccer on TV/Online	43,198	5.9%	117
Watch U.S. Women`s Soccer on TV/Online	35,236	4.8%	116
Watch Winter Extreme Sports on TV/Online	17,644	2.4%	102
Watch Winter Olympics on TV/Online	91,279	12.4%	91
Watch WNBA Basketball on TV/Online	26,211	3.6%	107
Watch Women`s Tennis on TV/Online	52,874	7.2%	112
Watch World Cup Soccer on TV/Online	99,532	13.6%	123
Watch Wrestling (WWE) on TV/Online	34,348	4.7%	97
College Basketball Super Fan (10-10 on 10 Scale)	19,459	2.6%	100
College Football Super Fan (10-10 on 10 Scale)	35,402	4.8%	88
Golf Super Fan (10-10 on 10 Scale)	8,754	1.2%	87
High School Sports Super Fan (10-10 on 10 Scale)	14,963	2.0%	98
Intl Soccer Super Fan (10-10 on 10 Scale)	30,145	4.1%	146
MLB Super Fan (10-10 on 10 Scale)	32,170	4.4%	104
MLS Soccer Super Fan (10-10 on 10 Scale)	13,180	1.8%	123
NASCAR Super Fan (10-10 on 10 Scale)	11,279	1.5%	90
NBA Super Fan (10-10 on 10 Scale)	38,581	5.3%	131
NFL Super Fan (10-10 on 10 Scale)	69,180	9.4%	93
NHL Super Fan (10-10 on 10 Scale)	21,046	2.9%	120
Pro Wrestling Super Fan (10-10 on 10 Scale)	10,193	1.4%	112

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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	83,702	11.4%	70
Member of Church Board	12,737	1.7%	72
Member of Fraternal Order	14,958	2.0%	86
Member of Place of Worship	94,276	12.9%	75
Member of Religious Club	11,697	1.6%	80
Member of Union	32,233	4.4%	104
Member of Veterans Club	9,706	1.3%	53
Did Indoor Gardening/Plant Care/12 Mo	127,805	17.4%	99
Attended Adult Education Course/12 Mo	106,727	14.6%	128
Went Antique Shopping/12 Mo	65,329	8.9%	86
Visited Aquarium/12 Mo	65,433	8.9%	110
Went to Art Gallery/12 Mo	118,877	16.2%	149
Attended Auto Show/12 Mo	43,311	5.9%	95
Did Baking/12 Mo	205,580	28.0%	95
Barbecued/12 Mo	200,433	27.3%	90
Went to Bar or Night Club/12 Mo	180,354	24.6%	127
Went to Beach/12 Mo	246,441	33.6%	113
Placed Bet on DraftKings Sportsbook/12 Mo	20,200	2.8%	131
Placed Bet on FanDuel Sportsbook/12 Mo	16,722	2.3%	132
Placed Bet on Sports/Fantasy Sports/12 Mo	48,595	6.6%	125
Played Billiards or Pool/12 Mo	54,567	7.4%	122
Played Bingo/12 Mo	34,391	4.7%	93
Did Birdwatching/12 Mo	41,964	5.7%	78
Played Board Game/12 Mo	175,651	24.0%	107
Read Book/12 Mo	284,509	38.8%	102
Read Comic Book/12 Mo	39,090	5.3%	140
Participated in Book Club/12 Mo	32,335	4.4%	108
Went on Overnight Camping Trip/12 Mo	90,287	12.3%	92
Played Cards/12 Mo	119,142	16.3%	93
Played Chess/12 Mo	39,097	5.3%	118
Went to Circus/12 Mo	19,617	2.7%	106
Went to Comedy Club/12 Mo	66,589	9.1%	140
Played Computer Game Offline (w/Software)/12 Mo	73,376	10.0%	115
Played Computer Game Online/12 Mo	109,323	14.9%	101
Cooked for Fun/12 Mo	220,604	30.1%	109
Participated in Cosplay/12 Mo	17,961	2.5%	119
Did Crossword Puzzle/12 Mo	96,240	13.1%	95
Danced or Went Dancing/12 Mo	72,360	9.9%	126
Attended Dance Performance/12 Mo	35,157	4.8%	116
Played Darts/12 Mo	33,601	4.6%	117
Dined Out/12 Mo	412,710	56.3%	100
Entertained Friends or Relatives in Home/12 Mo	259,491	35.4%	97
Participated in Filming/Producing Videos/12 Mo	23,684	3.2%	120
Flew a Drone/12 Mo	20,730	2.8%	102
Attended State or County Fair/12 Mo	84,949	11.6%	84
Participated in Fantasy Sports League/12 Mo	45,276	6.2%	124
Attended Food/Beverage Festival/12 Mo	110,770	15.1%	114
Did Furniture Refinishing/12 Mo	27,663	3.8%	87
Gambled at Casino/12 Mo	94,101	12.8%	100
Gambled at Native Amer Gaming Facility /12 Mo	12,392	1.7%	68

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Gambled in Las Vegas/12 Mo	36,786	5.0%	131
Participated in Genealogy/12 Mo	31,933	4.4%	89
Participated in Go-Carting/12 Mo	20,345	2.8%	107
Did Home Decoration/Furnishing/12 Mo	108,634	14.8%	102
Attended Horse Races/12 Mo	16,354	2.2%	91
Participated in Karaoke/12 Mo	43,195	5.9%	143
Purchased Lottery Ticket/12 Mo	227,768	31.1%	92
Played Lottery 6+ Times/30 Days	65,457	8.9%	89
Purchased Daily Drawing Lottery Ticket/12 Mo	22,389	3.0%	100
Purchased Instant Game Lottery Ticket/12 Mo	111,033	15.2%	87
Purchased Mega Millions Lottery Ticket/12 Mo	134,857	18.4%	100
Purchased Powerball Lottery Ticket/12 Mo	139,984	19.1%	95
Purchased Oth Lotto/Drawing Game Ticket/12 Mo	26,063	3.6%	89
Attended Movie/6 Mo	427,593	58.3%	110
Attended Movie 1+ Times Wk/90 Days	11,996	1.6%	119
Attended Movie 2-3 Times Month/90 Days	32,608	4.5%	136
Attended Movie 1 Time Month/90 Days	55,177	7.5%	123
Saw Action Genre Movie at Theater/6 Mo	228,579	31.2%	118
Saw Adventure Genre Movie at Theater/6 Mo	248,590	33.9%	117
Saw Animation Genre Movie at Theater/6 Mo	89,717	12.2%	110
Saw Biography Genre Movie at Theater/6 Mo	50,379	6.9%	109
Saw Comedy Genre Movie at Theater/6 Mo	169,461	23.1%	113
Saw Crime Genre Movie at Theater/6 Mo	75,504	10.3%	123
Saw Drama Genre Movie at Theater/6 Mo	178,302	24.3%	110
Saw Family Genre Movie at Theater/6 Mo	37,752	5.2%	106
Saw Fantasy Genre Movie at Theater/6 Mo	156,504	21.4%	127
Saw Horror Genre Movie at Theater/6 Mo	67,909	9.3%	118
Saw Romance Genre Movie at Theater/6 Mo	33,373	4.5%	120
Saw Science Fiction Genre Movie at Theater/6 Mo	62,935	8.6%	118
Saw Thriller Genre Movie at Theater/6 Mo	92,799	12.7%	121
Went to Museum/12 Mo	164,354	22.4%	140
Attended Classical Music/Opera Performance/12 Mo	44,694	6.1%	138
Attended Country Music Performance/12 Mo	39,048	5.3%	88
Attended Rock Music Performance/12 Mo	86,108	11.8%	108
Attended R&B/Rap/Hip-Hop Music Performance/12 Mo	43,008	5.9%	143
Attended Music Festival/12 Mo	55,079	7.5%	125
Played Musical Instrument/12 Mo	70,314	9.6%	115
Did Painting/Drawing/Sculpting/12 Mo	90,121	12.3%	116
Did Photo Album or Scrapbooking/12 Mo	31,340	4.3%	85
Did Photography/12 Mo	95,323	13.0%	116
Went on Picnic/12 Mo	71,067	9.7%	114
Sang in Choir or Band/12 Mo	20,867	2.9%	94
Did Sudoku Puzzle/12 Mo	69,173	9.4%	93
Did Stargazing/12 Mo	53,661	7.3%	104
Participated in Tailgating/12 Mo	33,644	4.6%	116
Went to Live Theater/12 Mo	104,965	14.3%	123
Participated in Local Theater/12 Mo	15,872	2.2%	127
Visited Theme Park/12 Mo	156,275	21.3%	113
Visited Theme Park 5+ Days/12 Mo	33,686	4.6%	108
Participated in Trivia Games/12 Mo	69,027	9.4%	115

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Sports and Leisure Market Potential

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

Sample Report
Latitude: 41.8803
Longitude: -87.6375

Played (Console) Video or Electronic Game/12 Mo	113,809	15.5%	121
Played (Portable) Video or Electronic Game/12 Mo	67,572	9.2%	127
Visited Indoor Water Park/12 Mo	23,358	3.2%	99
Participated in Wine/Beer Making/12 Mo	16,795	2.3%	120
Went to Wine Tasting/12 Mo	75,285	10.3%	127
Did Woodworking/12 Mo	29,780	4.1%	75
Attended/Coached Youth Sports Event/12 Mo	62,073	8.5%	81
Went to Zoo/12 Mo	109,073	14.9%	107
Purchased 1 DVD/Blu-Ray Video/30 Days	7,216	1.0%	84
Purchased 2-4 DVD/Blu-Ray Videos/30 Days	7,350	1.0%	70
Purchased 5+ DVD/Blu-Ray Videos/30 Days	4,911	0.7%	79
Purch DVD/Blu-Ray Video from Amazon/30 Days	21,268	2.9%	86
Rented 1 Streaming Video /30 Days	37,229	5.1%	99
Rented 2-4 Streaming Videos /30 Days	53,624	7.3%	113
Rented 5-9 Streaming Videos /30 Days	17,090	2.3%	120
Rented 10+ Streaming Videos /30 Days	18,914	2.6%	102
Rented/Purchased Action/Adventure Movie/30 Days	117,793	16.1%	98
Rented/Purchased Animation Movie/30 Days	40,782	5.6%	104
Rented/Purchased Classic Movie/30 Days	32,919	4.5%	104
Rented/Purchased Comedy Movie/30 Days	88,584	12.1%	98
Rented/Purchased Drama Movie/30 Days	78,460	10.7%	112
Rented/Purchased Family/Children`s Movie/30 Days	26,368	3.6%	76
Rented/Purchased Foreign Movie/30 Days	20,526	2.8%	145
Rented/Purchased Horror Movie/30 Days	45,292	6.2%	111
Rented/Purchased Musical Movie/30 Days	15,107	2.1%	108
Rented/Purchased News/Documentary Movie/30 Days	31,453	4.3%	121
Rented/Purchased Romance Movie/30 Days	29,245	4.0%	100
Rented/Purchased Science Fiction Movie/30 Days	45,536	6.2%	112
Rented/Purchased Suspense/Thriller Movie/30 Days	44,381	6.0%	98
Rented/Purchased TV Show Movie/30 Days	48,003	6.5%	108
Rented/Purchased Western Movie/30 Days	10,947	1.5%	83

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