



Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 35.77929
 Longitude: -78.63703

Demographic Summary		2020	2025	
Population		19,969	23,091	
Population 18+		17,078	19,851	
Households		9,591	11,487	
Median Household Income		\$44,549	\$51,868	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		1,803	10.6%	150
Participated in archery in last 12 months		345	2.0%	77
Participated in backpacking in last 12 months		804	4.7%	138
Participated in baseball in last 12 months		774	4.5%	113
Participated in basketball in last 12 months		1,611	9.4%	120
Participated in bicycling (mountain) in last 12 months		768	4.5%	110
Participated in bicycling (road) in last 12 months		1,529	9.0%	97
Participated in boating (power) in last 12 months		557	3.3%	77
Participated in bowling in last 12 months		1,401	8.2%	94
Participated in canoeing/kayaking in last 12 months		1,251	7.3%	115
Participated in fishing (fresh water) in last 12 months		1,336	7.8%	72
Participated in fishing (salt water) in last 12 months		725	4.2%	108
Participated in football in last 12 months		923	5.4%	116
Participated in Frisbee in last 12 months		893	5.2%	141
Participated in golf in last 12 months		1,408	8.2%	103
Participated in hiking in last 12 months		1,948	11.4%	94
Participated in horseback riding in last 12 months		419	2.5%	107
Participated in hunting with rifle in last 12 months		508	3.0%	75
Participated in hunting with shotgun in last 12 months		411	2.4%	76
Participated in ice skating in last 12 months		566	3.3%	117
Participated in jogging/running in last 12 months		2,507	14.7%	120
Participated in motorcycling in last 12 months		484	2.8%	100
Participated in Pilates in last 12 months		704	4.1%	161
Participated in ping pong in last 12 months		785	4.6%	134
Participated in skiing (downhill) in last 12 months		697	4.1%	166
Participated in soccer in last 12 months		1,032	6.0%	144
Participated in softball in last 12 months		587	3.4%	121
Participated in swimming in last 12 months		2,183	12.8%	83
Participated in target shooting in last 12 months		548	3.2%	72
Participated in tennis in last 12 months		1,012	5.9%	165
Participated in volleyball in last 12 months		752	4.4%	130
Participated in walking for exercise in last 12 months		3,174	18.6%	78
Participated in weight lifting in last 12 months		1,878	11.0%	107
Participated in yoga in last 12 months		1,785	10.5%	127
Participated in Zumba in last 12 months		796	4.7%	143
Spent on sports/rec equip in last 12 months: \$1-99		820	4.8%	82
Spent on sports/rec equip in last 12 months: \$100-\$249		1,018	6.0%	106
Spent on sports/rec equip in last 12 months: \$250+		1,069	6.3%	85
Attend sports events		2,571	15.1%	97
Attend sports events: baseball game - MLB reg seas		973	5.7%	119
Attend sports events: football game (college)		616	3.6%	113
Attend sports events: high school sports		345	2.0%	64

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



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Listen to sports on radio	1,447	8.5%	83
Watch sports on TV	8,484	49.7%	88
Watch on TV: alpine skiing/ski jumping	777	4.5%	106
Watch on TV: auto racing (NASCAR)	928	5.4%	64
Watch on TV: auto racing (not NASCAR)	600	3.5%	89
Watch on TV: baseball (MLB regular season)	2,363	13.8%	74
Watch on TV: baseball (MLB playoffs/World Series)	2,272	13.3%	80
Watch on TV: basketball (college)	2,391	14.0%	101
Watch on TV: basketball (NCAA tournament)	1,993	11.7%	95
Watch on TV: basketball (NBA regular season)	3,184	18.6%	130
Watch on TV: basketball (NBA playoffs/finals)	3,298	19.3%	127
Watch on TV: basketball (WNBA)	626	3.7%	116
Watch on TV: bicycle racing	473	2.8%	128
Watch on TV: bowling	437	2.6%	132
Watch on TV: boxing	1,131	6.6%	110
Watch on TV: bull riding (pro)	340	2.0%	73
Watch on TV: Equestrian events	351	2.1%	94
Watch on TV: extreme sports (summer)	626	3.7%	119
Watch on TV: extreme sports (winter)	710	4.2%	113
Watch on TV: figure skating	1,039	6.1%	95
Watch on TV: fishing	515	3.0%	75
Watch on TV: football (college)	3,332	19.5%	83
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	4,903	28.7%	95
Watch on TV: football (NFL weekend games)	4,240	24.8%	92
Watch on TV: football (NFL playoffs/Super Bowl)	4,932	28.9%	97
Watch on TV: golf (PGA)	1,311	7.7%	69
Watch on TV: golf (LPGA)	439	2.6%	79
Watch on TV: gymnastics	895	5.2%	111
Watch on TV: high school sports	732	4.3%	96
Watch on TV: horse racing (at track or OTB)	381	2.2%	84
Watch on TV: ice hockey (NHL regular season)	1,157	6.8%	92
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	1,093	6.4%	89
Watch on TV: mixed martial arts (MMA)	641	3.8%	81
Watch on TV: motorcycle racing	429	2.5%	110
Watch on TV: Olympics (summer)	1,473	8.6%	70
Watch on TV: Olympics (winter)	1,995	11.7%	75
Watch on TV: rodeo	317	1.9%	75
Watch on TV: soccer (MLS)	844	4.9%	110
Watch on TV: soccer (World Cup)	1,395	8.2%	98
Watch on TV: tennis (men`s)	1,095	6.4%	110
Watch on TV: tennis (women`s)	1,087	6.4%	111
Watch on TV: track & field	574	3.4%	93
Watch on TV: volleyball (pro beach)	444	2.6%	100
Watch on TV: wrestling (WWE)	908	5.3%	128
Interest in sports: college basketball Super Fan	774	4.5%	114
Interest in sports: college football Super Fan	1,219	7.1%	99
Interest in sports: golf Super Fan	280	1.6%	85
Interest in sports: high school sports Super Fan	518	3.0%	103
Interest in sports: MLB Super Fan	823	4.8%	99
Interest in sports: NASCAR Super Fan	412	2.4%	102
Interest in sports: NBA Super Fan	1,339	7.8%	149
Interest in sports: NFL Super Fan	1,987	11.6%	108
Interest in sports: NHL Super Fan	678	4.0%	120
Interest in sports: soccer Super Fan	613	3.6%	107

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,334	7.8%	65
Member of charitable organization	788	4.6%	109
Member of church board	370	2.2%	85
Member of fraternal order	321	1.9%	93
Member of religious club	508	3.0%	91
Member of union	443	2.6%	75
Member of veterans club	279	1.6%	64
Attended adult education course in last 12 months	1,490	8.7%	114
Visited an aquarium in last 12 months	1,006	5.9%	105
Went to art gallery in last 12 months	1,712	10.0%	131
Attended auto show in last 12 months	1,133	6.6%	112
Did baking in last 12 months	3,002	17.6%	82
Barbecued in last 12 months	3,479	20.4%	78
Went to bar/night club in last 12 months	3,475	20.3%	120
Went to beach in last 12 months	4,619	27.0%	93
Played billiards/pool in last 12 months	1,319	7.7%	118
Played bingo in last 12 months	806	4.7%	104
Did birdwatching in last 12 months	628	3.7%	86
Played board game in last 12 months	2,631	15.4%	98
Read book in last 12 months	4,525	26.5%	85
Participated in book club in last 12 months	467	2.7%	93
Went on overnight camping trip in last 12 months	1,569	9.2%	76
Played cards in last 12 months	2,579	15.1%	92
Played chess in last 12 months	747	4.4%	125
Played computer game (offline w/software)/12 months	1,065	6.2%	89
Played computer game (online w/o software)/12 months	1,306	7.6%	65
Cooked for fun in last 12 months	3,028	17.7%	95
Did crossword puzzle in last 12 months	1,600	9.4%	100
Danced/went dancing in last 12 months	1,726	10.1%	134
Attended dance performance in last 12 months	887	5.2%	116
Dined out in last 12 months	7,060	41.3%	81
Flew a drone in last 12 months	522	3.1%	111
Attended state/county fair in last 12 months	1,785	10.5%	79
Participated in fantasy sports league last 12 months	840	4.9%	106
Did furniture refinishing in last 12 months	744	4.4%	112
Gambled at casino in last 12 months	2,186	12.8%	94
Gambled in Las Vegas in last 12 months	676	4.0%	96
Participate in indoor gardening/plant care	1,431	8.4%	97
Participated in genealogy in last 12 months	640	3.7%	91
Attended horse races in last 12 months	380	2.2%	92
Participated in karaoke in last 12 months	968	5.7%	148
Bought lottery ticket in last 12 months	5,432	31.8%	89
Played lottery 6+ times in last 30 days	1,944	11.4%	105
Bought lottery ticket in last 12 months: Daily Drawing	594	3.5%	106
Bought lottery ticket in last 12 months: Instant Game	3,043	17.8%	95
Bought lottery ticket in last 12 months: Mega Millions	2,361	13.8%	73
Bought lottery ticket in last 12 months: Powerball	2,686	15.7%	74
Attended a movie in last 6 months	10,013	58.6%	100
Attended movie in last 90 days: once/week or more	606	3.5%	143
Attended movie in last 90 days: 2-3 times a month	1,015	5.9%	101
Attended movie in last 90 days: once a month	1,813	10.6%	108
Attended movie in last 90 days: < once a month	5,640	33.0%	95
Movie genre seen at theater/6 months: action	5,010	29.3%	96

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Movie genre seen at theater/6 months: adventure	5,178	30.3%	96
Movie genre seen at theater/6 months: animation genre	2,313	13.5%	90
Movie genre seen at theater/6 months: biography genre	1,838	10.8%	103
Movie genre seen at theater/6 months: comedy	4,088	23.9%	95
Movie genre seen at theater/6 months: crime	2,156	12.6%	107
Movie genre seen at theater/6 months: drama	3,949	23.1%	103
Movie genre seen at theater/6 months: family	1,429	8.4%	86
Movie genre seen at theater/6 months: fantasy	2,940	17.2%	101
Movie genre seen at theater/6 months: horror	1,907	11.2%	131
Movie genre seen at theater/6 months: romance	1,418	8.3%	133
Movie genre seen at theater/6 months: science fiction	3,074	18.0%	95
Movie genre seen at theater/6 months: thriller	2,102	12.3%	104
Went to museum in last 12 months	2,949	17.3%	117
Attended classical music/opera performance/12 months	935	5.5%	139
Attended country music performance in last 12 months	1,024	6.0%	94
Attended rock music performance in last 12 months	1,887	11.0%	115
Played musical instrument in last 12 months	1,124	6.6%	93
Did painting/drawing in last 12 months	1,405	8.2%	105
Did photo album/scrapbooking in last 12 months	606	3.5%	84
Did photography in last 12 months	1,569	9.2%	104
Did Sudoku puzzle in last 12 months	1,261	7.4%	90
Participated in tailgating in last 12 months	880	5.2%	124
Went to live theater in last 12 months	2,099	12.3%	108
Visited a theme park in last 12 months	2,646	15.5%	83
Visited a theme park 5+ times in last 12 months	471	2.8%	66
Participated in trivia games in last 12 months	1,100	6.4%	106
Played video/electronic game (console) last 12 months	1,693	9.9%	110
Played video/electronic game (portable) last 12 months	754	4.4%	103
Visited an indoor water park in last 12 months	660	3.9%	116
Did woodworking in last 12 months	631	3.7%	76
Participated in word games in last 12 months	1,520	8.9%	88
Went to zoo in last 12 months	1,705	10.0%	85
Purchased DVD/Blu-ray disc online in last 12 months	1,162	6.8%	113
Rented DVDs (movie or other video) in last 30 days: 1	421	2.5%	86
Rented DVDs (movie or other video) in last 30 days: 2	380	2.2%	80
Rented DVDs (movie or other video) in last 30 days: 3+	1,036	6.1%	91
Rented movie or other video/30 days: action/adventure	3,224	18.9%	97
Rented movie or other video/30 days: classics	1,049	6.1%	108
Rented movie or other video/30 days: comedy	2,994	17.5%	98
Rented movie or other video/30 days: drama	2,291	13.4%	104
Rented movie or other video/30 days: family/children	1,335	7.8%	90
Rented movie or other video/30 days: foreign	454	2.7%	134
Rented movie or other video/30 days: horror	1,511	8.8%	137
Rented movie or other video/30 days: musical	605	3.5%	119
Rented movie or other video/30 days: news/documentary	833	4.9%	131
Rented movie or other video/30 days: romance	795	4.7%	73
Rented movie or other video/30 days: science fiction	1,215	7.1%	100
Rented movie or other video/30 days: TV show	1,476	8.6%	117
Rented movie or other video/30 days: western	592	3.5%	128

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	1,632	9.6%	103
Rented DVD/Blu-ray/30 days: from netflix.com	1,931	11.3%	90
Rented/purchased DVD/Blu-ray/30 days: from Redbox	1,624	9.5%	75
HH owns ATV/UTV	246	2.6%	44
Bought any children`s toy/game in last 12 months	4,650	27.2%	85
Spent on toys/games for child last 12 months: \$1-49	809	4.7%	88
Spent on toys/games for child last 12 months: \$50-99	353	2.1%	90
Spent on toys/games for child last 12 months: \$100-199	669	3.9%	65
Spent on toys/games for child last 12 months: \$200-499	1,286	7.5%	82
Spent on toys/games for child last 12 months: \$500+	818	4.8%	98
Bought any toys/games online in last 12 months	1,653	9.7%	84
Bought infant toy in last 12 months	860	5.0%	80
Bought pre-school toy in last 12 months	920	5.4%	78
Bought for child last 12 months: boy action figure	1,349	7.9%	112
Bought for child last 12 months: girl action figure	649	3.8%	99
Bought for child last 12 months: action game	558	3.3%	107
Bought for child last 12 months: bicycle	730	4.3%	74
Bought for child last 12 months: board game	1,540	9.0%	77
Bought for child last 12 months: builder set	796	4.7%	90
Bought for child last 12 months: car	1,031	6.0%	79
Bought for child last 12 months: construction toy	718	4.2%	71
Bought for child last 12 months: fashion doll	692	4.1%	102
Bought for child last 12 months: large/baby doll	1,007	5.9%	88
Bought for child last 12 months: doll accessories	635	3.7%	96
Bought for child last 12 months: doll clothing	756	4.4%	113
Bought for child last 12 months: educational toy	1,448	8.5%	72
Bought for child last 12 months: electronic doll/animal	639	3.7%	135
Bought for child last 12 months: electronic game	863	5.1%	87
Bought for child last 12 months: mechanical toy	622	3.6%	83
Bought for child last 12 months: model kit/set	559	3.3%	109
Bought for child last 12 months: plush doll/animal	1,212	7.1%	84
Bought for child last 12 months: water toy	1,089	6.4%	75
Bought for child last 12 months: word game	614	3.6%	145

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,885	11.0%	84
Bought hardcover book in last 12 months	3,321	19.4%	97
Bought paperback book in last 12 months	4,336	25.4%	90
Bought 1-3 books in last 12 months	2,989	17.5%	89
Bought 4-6 books in last 12 months	1,610	9.4%	94
Bought 7+ books in last 12 months	2,296	13.4%	89
Bought book (fiction) in last 12 months	3,887	22.8%	95
Bought book (non-fiction) in last 12 months	3,609	21.1%	96
Bought biography in last 12 months	1,235	7.2%	103
Bought children`s book in last 12 months	1,260	7.4%	77
Bought cookbook in last 12 months	1,015	5.9%	89
Bought history book in last 12 months	1,425	8.3%	98
Bought mystery book in last 12 months	1,650	9.7%	92
Bought novel in last 12 months	2,444	14.3%	112
Bought religious book (Not Bible) in last 12 months	770	4.5%	75
Bought romance book in last 12 months	848	5.0%	96
Bought science fiction book in last 12 months	1,000	5.9%	104
Bought personal/business self-help book last 12 months	1,266	7.4%	115
Bought travel book in last 12 months	510	3.0%	131
Bought book online in last 12 months	3,413	20.0%	91
Listened to/purchased audiobook in last 6 months	1,218	7.1%	105

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Population		106,736	116,548	
Population 18+		88,148	96,669	
Households		40,919	45,698	
Median Household Income		\$53,747	\$57,416	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		7,609	8.6%	123
Participated in archery in last 12 months		2,335	2.6%	101
Participated in backpacking in last 12 months		4,330	4.9%	144
Participated in baseball in last 12 months		4,162	4.7%	118
Participated in basketball in last 12 months		9,571	10.9%	138
Participated in bicycling (mountain) in last 12 months		3,881	4.4%	108
Participated in bicycling (road) in last 12 months		9,723	11.0%	119
Participated in boating (power) in last 12 months		2,651	3.0%	71
Participated in bowling in last 12 months		8,515	9.7%	111
Participated in canoeing/kayaking in last 12 months		6,486	7.4%	116
Participated in fishing (fresh water) in last 12 months		9,092	10.3%	94
Participated in fishing (salt water) in last 12 months		4,132	4.7%	119
Participated in football in last 12 months		5,460	6.2%	133
Participated in Frisbee in last 12 months		4,882	5.5%	149
Participated in golf in last 12 months		7,322	8.3%	104
Participated in hiking in last 12 months		12,448	14.1%	116
Participated in horseback riding in last 12 months		1,925	2.2%	95
Participated in hunting with rifle in last 12 months		3,060	3.5%	88
Participated in hunting with shotgun in last 12 months		2,350	2.7%	84
Participated in ice skating in last 12 months		3,598	4.1%	144
Participated in jogging/running in last 12 months		13,930	15.8%	129
Participated in motorcycling in last 12 months		2,192	2.5%	88
Participated in Pilates in last 12 months		3,627	4.1%	161
Participated in ping pong in last 12 months		3,676	4.2%	121
Participated in skiing (downhill) in last 12 months		2,495	2.8%	115
Participated in soccer in last 12 months		5,870	6.7%	158
Participated in softball in last 12 months		2,660	3.0%	106
Participated in swimming in last 12 months		14,043	15.9%	104
Participated in target shooting in last 12 months		3,227	3.7%	82
Participated in tennis in last 12 months		5,878	6.7%	186
Participated in volleyball in last 12 months		3,655	4.1%	123
Participated in walking for exercise in last 12 months		17,864	20.3%	85
Participated in weight lifting in last 12 months		10,043	11.4%	111
Participated in yoga in last 12 months		8,019	9.1%	110
Participated in Zumba in last 12 months		3,491	4.0%	121
Spent on sports/rec equip in last 12 months: \$1-99		5,908	6.7%	114
Spent on sports/rec equip in last 12 months: \$100-\$249		5,115	5.8%	104
Spent on sports/rec equip in last 12 months: \$250+		5,801	6.6%	89
Attend sports events		14,244	16.2%	104
Attend sports events: baseball game - MLB reg seas		4,502	5.1%	107
Attend sports events: football game (college)		3,599	4.1%	128
Attend sports events: high school sports		2,785	3.2%	100

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Listen to sports on radio	8,796	10.0%	97
Watch sports on TV	46,460	52.7%	94
Watch on TV: alpine skiing/ski jumping	3,778	4.3%	100
Watch on TV: auto racing (NASCAR)	5,470	6.2%	73
Watch on TV: auto racing (not NASCAR)	2,909	3.3%	84
Watch on TV: baseball (MLB regular season)	13,687	15.5%	83
Watch on TV: baseball (MLB playoffs/World Series)	12,688	14.4%	86
Watch on TV: basketball (college)	13,391	15.2%	110
Watch on TV: basketball (NCAA tournament)	12,061	13.7%	111
Watch on TV: basketball (NBA regular season)	16,400	18.6%	130
Watch on TV: basketball (NBA playoffs/finals)	16,465	18.7%	123
Watch on TV: basketball (WNBA)	2,955	3.4%	106
Watch on TV: bicycle racing	2,444	2.8%	128
Watch on TV: bowling	1,848	2.1%	108
Watch on TV: boxing	4,797	5.4%	90
Watch on TV: bull riding (pro)	1,890	2.1%	79
Watch on TV: Equestrian events	1,876	2.1%	98
Watch on TV: extreme sports (summer)	2,770	3.1%	102
Watch on TV: extreme sports (winter)	3,244	3.7%	100
Watch on TV: figure skating	4,702	5.3%	83
Watch on TV: fishing	2,877	3.3%	81
Watch on TV: football (college)	19,852	22.5%	96
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	25,463	28.9%	96
Watch on TV: football (NFL weekend games)	22,516	25.5%	94
Watch on TV: football (NFL playoffs/Super Bowl)	25,109	28.5%	96
Watch on TV: golf (PGA)	7,903	9.0%	81
Watch on TV: golf (LPGA)	2,484	2.8%	87
Watch on TV: gymnastics	4,234	4.8%	102
Watch on TV: high school sports	4,120	4.7%	104
Watch on TV: horse racing (at track or OTB)	2,146	2.4%	92
Watch on TV: ice hockey (NHL regular season)	6,153	7.0%	95
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	6,044	6.9%	95
Watch on TV: mixed martial arts (MMA)	3,618	4.1%	88
Watch on TV: motorcycle racing	1,875	2.1%	93
Watch on TV: Olympics (summer)	9,595	10.9%	88
Watch on TV: Olympics (winter)	12,159	13.8%	89
Watch on TV: rodeo	1,948	2.2%	90
Watch on TV: soccer (MLS)	3,999	4.5%	101
Watch on TV: soccer (World Cup)	7,418	8.4%	101
Watch on TV: tennis (men`s)	5,210	5.9%	101
Watch on TV: tennis (women`s)	4,926	5.6%	97
Watch on TV: track & field	3,353	3.8%	105
Watch on TV: volleyball (pro beach)	2,008	2.3%	87
Watch on TV: wrestling (WWE)	4,267	4.8%	117
Interest in sports: college basketball Super Fan	3,094	3.5%	88
Interest in sports: college football Super Fan	6,018	6.8%	94
Interest in sports: golf Super Fan	1,836	2.1%	108
Interest in sports: high school sports Super Fan	2,272	2.6%	88
Interest in sports: MLB Super Fan	3,357	3.8%	79
Interest in sports: NASCAR Super Fan	1,631	1.9%	78
Interest in sports: NBA Super Fan	5,529	6.3%	119
Interest in sports: NFL Super Fan	9,174	10.4%	97
Interest in sports: NHL Super Fan	2,717	3.1%	93
Interest in sports: soccer Super Fan	3,047	3.5%	103

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 35.77929
 Longitude: -78.63703

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	7,628	8.7%	71
Member of charitable organization	4,014	4.6%	107
Member of church board	1,803	2.0%	81
Member of fraternal order	2,248	2.6%	126
Member of religious club	2,971	3.4%	103
Member of union	2,231	2.5%	73
Member of veterans club	1,520	1.7%	68
Attended adult education course in last 12 months	8,163	9.3%	121
Visited an aquarium in last 12 months	6,777	7.7%	137
Went to art gallery in last 12 months	9,320	10.6%	138
Attended auto show in last 12 months	5,528	6.3%	106
Did baking in last 12 months	18,978	21.5%	100
Barbecued in last 12 months	21,427	24.3%	93
Went to bar/night club in last 12 months	17,497	19.8%	117
Went to beach in last 12 months	26,557	30.1%	104
Played billiards/pool in last 12 months	7,415	8.4%	128
Played bingo in last 12 months	3,892	4.4%	97
Did birdwatching in last 12 months	3,691	4.2%	98
Played board game in last 12 months	14,116	16.0%	102
Read book in last 12 months	26,724	30.3%	97
Participated in book club in last 12 months	2,658	3.0%	103
Went on overnight camping trip in last 12 months	10,903	12.4%	102
Played cards in last 12 months	14,169	16.1%	98
Played chess in last 12 months	3,939	4.5%	128
Played computer game (offline w/software)/12 months	7,074	8.0%	114
Played computer game (online w/o software)/12 months	9,688	11.0%	94
Cooked for fun in last 12 months	19,358	22.0%	118
Did crossword puzzle in last 12 months	7,960	9.0%	97
Danced/went dancing in last 12 months	10,313	11.7%	155
Attended dance performance in last 12 months	6,018	6.8%	152
Dined out in last 12 months	42,264	47.9%	94
Flew a drone in last 12 months	2,924	3.3%	121
Attended state/county fair in last 12 months	11,680	13.3%	101
Participated in fantasy sports league last 12 months	5,133	5.8%	126
Did furniture refinishing in last 12 months	3,760	4.3%	110
Gambled at casino in last 12 months	12,011	13.6%	100
Gambled in Las Vegas in last 12 months	4,103	4.7%	113
Participate in indoor gardening/plant care	7,791	8.8%	103
Participated in genealogy in last 12 months	3,870	4.4%	107
Attended horse races in last 12 months	2,549	2.9%	119
Participated in karaoke in last 12 months	4,349	4.9%	129
Bought lottery ticket in last 12 months	26,808	30.4%	85
Played lottery 6+ times in last 30 days	8,687	9.9%	91
Bought lottery ticket in last 12 months: Daily Drawing	2,894	3.3%	100
Bought lottery ticket in last 12 months: Instant Game	14,370	16.3%	87
Bought lottery ticket in last 12 months: Mega Millions	12,977	14.7%	78
Bought lottery ticket in last 12 months: Powerball	15,154	17.2%	80
Attended a movie in last 6 months	53,170	60.3%	103
Attended movie in last 90 days: once/week or more	2,674	3.0%	123
Attended movie in last 90 days: 2-3 times a month	4,918	5.6%	95
Attended movie in last 90 days: once a month	10,213	11.6%	118
Attended movie in last 90 days: < once a month	30,788	34.9%	100
Movie genre seen at theater/6 months: action	29,388	33.3%	110

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	29,961	34.0%	107
Movie genre seen at theater/6 months: animation genre	13,493	15.3%	101
Movie genre seen at theater/6 months: biography genre	9,459	10.7%	103
Movie genre seen at theater/6 months: comedy	24,004	27.2%	108
Movie genre seen at theater/6 months: crime	10,839	12.3%	104
Movie genre seen at theater/6 months: drama	21,610	24.5%	109
Movie genre seen at theater/6 months: family	9,094	10.3%	106
Movie genre seen at theater/6 months: fantasy	15,942	18.1%	106
Movie genre seen at theater/6 months: horror	9,690	11.0%	129
Movie genre seen at theater/6 months: romance	6,444	7.3%	117
Movie genre seen at theater/6 months: science fiction	18,732	21.3%	113
Movie genre seen at theater/6 months: thriller	11,696	13.3%	112
Went to museum in last 12 months	15,763	17.9%	121
Attended classical music/opera performance/12 months	4,284	4.9%	123
Attended country music performance in last 12 months	5,645	6.4%	100
Attended rock music performance in last 12 months	9,975	11.3%	118
Played musical instrument in last 12 months	7,458	8.5%	120
Did painting/drawing in last 12 months	8,486	9.6%	122
Did photo album/scrapbooking in last 12 months	3,833	4.3%	103
Did photography in last 12 months	9,976	11.3%	128
Did Sudoku puzzle in last 12 months	6,602	7.5%	91
Participated in tailgating in last 12 months	4,863	5.5%	133
Went to live theater in last 12 months	11,160	12.7%	111
Visited a theme park in last 12 months	17,390	19.7%	105
Visited a theme park 5+ times in last 12 months	3,216	3.6%	87
Participated in trivia games in last 12 months	5,319	6.0%	99
Played video/electronic game (console) last 12 months	10,435	11.8%	131
Played video/electronic game (portable) last 12 months	4,542	5.2%	120
Visited an indoor water park in last 12 months	3,280	3.7%	112
Did woodworking in last 12 months	3,699	4.2%	86
Participated in word games in last 12 months	8,976	10.2%	100
Went to zoo in last 12 months	11,011	12.5%	106
Purchased DVD/Blu-ray disc online in last 12 months	5,884	6.7%	111
Rented DVDs (movie or other video) in last 30 days: 1	3,750	4.3%	148
Rented DVDs (movie or other video) in last 30 days: 2	2,313	2.6%	94
Rented DVDs (movie or other video) in last 30 days: 3+	6,133	7.0%	104
Rented movie or other video/30 days: action/adventure	18,732	21.3%	109
Rented movie or other video/30 days: classics	6,785	7.7%	136
Rented movie or other video/30 days: comedy	18,309	20.8%	116
Rented movie or other video/30 days: drama	12,152	13.8%	107
Rented movie or other video/30 days: family/children	7,741	8.8%	101
Rented movie or other video/30 days: foreign	2,277	2.6%	130
Rented movie or other video/30 days: horror	8,473	9.6%	149
Rented movie or other video/30 days: musical	2,908	3.3%	110
Rented movie or other video/30 days: news/documentary	4,042	4.6%	124
Rented movie or other video/30 days: romance	6,631	7.5%	119
Rented movie or other video/30 days: science fiction	8,000	9.1%	127
Rented movie or other video/30 days: TV show	8,219	9.3%	126
Rented movie or other video/30 days: western	2,691	3.1%	113

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
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 Latitude: 35.77929
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	9,545	10.8%	117
Rented DVD/Blu-ray/30 days: from netflix.com	11,951	13.6%	108
Rented/purchased DVD/Blu-ray/30 days: from Redbox	11,683	13.3%	105
HH owns ATV/UTV	1,122	2.7%	47
Bought any children`s toy/game in last 12 months	23,999	27.2%	85
Spent on toys/games for child last 12 months: \$1-49	4,290	4.9%	90
Spent on toys/games for child last 12 months: \$50-99	1,606	1.8%	79
Spent on toys/games for child last 12 months: \$100-199	4,089	4.6%	77
Spent on toys/games for child last 12 months: \$200-499	7,306	8.3%	91
Spent on toys/games for child last 12 months: \$500+	4,025	4.6%	94
Bought any toys/games online in last 12 months	9,256	10.5%	91
Bought infant toy in last 12 months	4,261	4.8%	77
Bought pre-school toy in last 12 months	4,933	5.6%	81
Bought for child last 12 months: boy action figure	6,422	7.3%	103
Bought for child last 12 months: girl action figure	3,350	3.8%	99
Bought for child last 12 months: action game	2,650	3.0%	98
Bought for child last 12 months: bicycle	4,525	5.1%	88
Bought for child last 12 months: board game	9,571	10.9%	92
Bought for child last 12 months: builder set	3,827	4.3%	83
Bought for child last 12 months: car	5,511	6.3%	82
Bought for child last 12 months: construction toy	4,287	4.9%	82
Bought for child last 12 months: fashion doll	3,651	4.1%	104
Bought for child last 12 months: large/baby doll	5,396	6.1%	91
Bought for child last 12 months: doll accessories	3,370	3.8%	98
Bought for child last 12 months: doll clothing	3,273	3.7%	95
Bought for child last 12 months: educational toy	8,807	10.0%	85
Bought for child last 12 months: electronic doll/animal	2,622	3.0%	108
Bought for child last 12 months: electronic game	4,419	5.0%	86
Bought for child last 12 months: mechanical toy	3,632	4.1%	93
Bought for child last 12 months: model kit/set	2,693	3.1%	102
Bought for child last 12 months: plush doll/animal	6,490	7.4%	87
Bought for child last 12 months: water toy	6,003	6.8%	80
Bought for child last 12 months: word game	2,457	2.8%	113

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
 Ring: 3 mile radius

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	12,158	13.8%	105
Bought hardcover book in last 12 months	18,169	20.6%	103
Bought paperback book in last 12 months	25,994	29.5%	105
Bought 1-3 books in last 12 months	17,232	19.5%	99
Bought 4-6 books in last 12 months	10,111	11.5%	114
Bought 7+ books in last 12 months	12,482	14.2%	94
Bought book (fiction) in last 12 months	21,007	23.8%	99
Bought book (non-fiction) in last 12 months	20,454	23.2%	105
Bought biography in last 12 months	7,527	8.5%	122
Bought children`s book in last 12 months	7,247	8.2%	86
Bought cookbook in last 12 months	5,378	6.1%	92
Bought history book in last 12 months	7,410	8.4%	99
Bought mystery book in last 12 months	8,857	10.0%	96
Bought novel in last 12 months	12,500	14.2%	111
Bought religious book (Not Bible) in last 12 months	5,369	6.1%	101
Bought romance book in last 12 months	4,049	4.6%	88
Bought science fiction book in last 12 months	5,663	6.4%	115
Bought personal/business self-help book last 12 months	6,640	7.5%	117
Bought travel book in last 12 months	2,024	2.3%	101
Bought book online in last 12 months	19,249	21.8%	99
Listened to/purchased audiobook in last 6 months	6,801	7.7%	114

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
 Ring: 5 mile radius

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Demographic Summary		2020	2025
Population		225,124	247,270
Population 18+		181,659	200,338
Households		86,982	96,373
Median Household Income		\$57,000	\$60,528
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	14,624	8.1%	115
Participated in archery in last 12 months	4,811	2.6%	101
Participated in backpacking in last 12 months	8,409	4.6%	136
Participated in baseball in last 12 months	8,393	4.6%	115
Participated in basketball in last 12 months	19,051	10.5%	134
Participated in bicycling (mountain) in last 12 months	8,261	4.5%	112
Participated in bicycling (road) in last 12 months	19,830	10.9%	118
Participated in boating (power) in last 12 months	6,010	3.3%	78
Participated in bowling in last 12 months	17,609	9.7%	111
Participated in canoeing/kayaking in last 12 months	12,995	7.2%	113
Participated in fishing (fresh water) in last 12 months	19,172	10.6%	97
Participated in fishing (salt water) in last 12 months	8,228	4.5%	115
Participated in football in last 12 months	10,957	6.0%	130
Participated in Frisbee in last 12 months	9,491	5.2%	141
Participated in golf in last 12 months	15,325	8.4%	106
Participated in hiking in last 12 months	26,022	14.3%	118
Participated in horseback riding in last 12 months	3,996	2.2%	96
Participated in hunting with rifle in last 12 months	6,251	3.4%	87
Participated in hunting with shotgun in last 12 months	4,756	2.6%	83
Participated in ice skating in last 12 months	7,272	4.0%	142
Participated in jogging/running in last 12 months	27,712	15.3%	125
Participated in motorcycling in last 12 months	4,618	2.5%	90
Participated in Pilates in last 12 months	6,651	3.7%	143
Participated in ping pong in last 12 months	7,622	4.2%	122
Participated in skiing (downhill) in last 12 months	4,770	2.6%	107
Participated in soccer in last 12 months	11,493	6.3%	150
Participated in softball in last 12 months	5,505	3.0%	107
Participated in swimming in last 12 months	30,181	16.6%	109
Participated in target shooting in last 12 months	7,427	4.1%	91
Participated in tennis in last 12 months	10,765	5.9%	165
Participated in volleyball in last 12 months	7,566	4.2%	123
Participated in walking for exercise in last 12 months	40,101	22.1%	93
Participated in weight lifting in last 12 months	21,183	11.7%	114
Participated in yoga in last 12 months	16,113	8.9%	108
Participated in Zumba in last 12 months	6,862	3.8%	116
Spent on sports/rec equip in last 12 months: \$1-99	12,262	6.8%	115
Spent on sports/rec equip in last 12 months: \$100-\$249	10,882	6.0%	107
Spent on sports/rec equip in last 12 months: \$250+	12,718	7.0%	95
Attend sports events	29,635	16.3%	105
Attend sports events: baseball game - MLB reg seas	9,216	5.1%	106
Attend sports events: football game (college)	6,801	3.7%	118
Attend sports events: high school sports	6,049	3.3%	106

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	18,890	10.4%	101
Watch sports on TV	99,267	54.6%	97
Watch on TV: alpine skiing/ski jumping	7,851	4.3%	101
Watch on TV: auto racing (NASCAR)	12,147	6.7%	79
Watch on TV: auto racing (not NASCAR)	6,064	3.3%	85
Watch on TV: baseball (MLB regular season)	30,120	16.6%	88
Watch on TV: baseball (MLB playoffs/World Series)	28,092	15.5%	93
Watch on TV: basketball (college)	27,016	14.9%	107
Watch on TV: basketball (NCAA tournament)	23,794	13.1%	107
Watch on TV: basketball (NBA regular season)	31,374	17.3%	121
Watch on TV: basketball (NBA playoffs/finals)	32,237	17.7%	117
Watch on TV: basketball (WNBA)	5,819	3.2%	102
Watch on TV: bicycle racing	4,867	2.7%	124
Watch on TV: bowling	3,640	2.0%	103
Watch on TV: boxing	10,393	5.7%	95
Watch on TV: bull riding (pro)	4,245	2.3%	86
Watch on TV: Equestrian events	3,791	2.1%	96
Watch on TV: extreme sports (summer)	5,885	3.2%	105
Watch on TV: extreme sports (winter)	6,847	3.8%	103
Watch on TV: figure skating	10,541	5.8%	91
Watch on TV: fishing	6,372	3.5%	87
Watch on TV: football (college)	41,283	22.7%	97
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	53,618	29.5%	98
Watch on TV: football (NFL weekend games)	48,142	26.5%	98
Watch on TV: football (NFL playoffs/Super Bowl)	52,836	29.1%	98
Watch on TV: golf (PGA)	17,906	9.9%	89
Watch on TV: golf (LPGA)	5,514	3.0%	93
Watch on TV: gymnastics	8,889	4.9%	104
Watch on TV: high school sports	8,460	4.7%	104
Watch on TV: horse racing (at track or OTB)	4,523	2.5%	94
Watch on TV: ice hockey (NHL regular season)	13,162	7.2%	99
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	12,947	7.1%	99
Watch on TV: mixed martial arts (MMA)	8,101	4.5%	96
Watch on TV: motorcycle racing	4,013	2.2%	97
Watch on TV: Olympics (summer)	21,427	11.8%	95
Watch on TV: Olympics (winter)	27,045	14.9%	96
Watch on TV: rodeo	4,364	2.4%	97
Watch on TV: soccer (MLS)	8,727	4.8%	107
Watch on TV: soccer (World Cup)	16,266	9.0%	108
Watch on TV: tennis (men`s)	11,096	6.1%	105
Watch on TV: tennis (women`s)	10,292	5.7%	99
Watch on TV: track & field	6,925	3.8%	105
Watch on TV: volleyball (pro beach)	4,437	2.4%	94
Watch on TV: wrestling (WWE)	8,314	4.6%	110
Interest in sports: college basketball Super Fan	6,381	3.5%	88
Interest in sports: college football Super Fan	12,353	6.8%	94
Interest in sports: golf Super Fan	3,898	2.1%	112
Interest in sports: high school sports Super Fan	4,333	2.4%	81
Interest in sports: MLB Super Fan	7,269	4.0%	83
Interest in sports: NASCAR Super Fan	3,434	1.9%	80
Interest in sports: NBA Super Fan	10,364	5.7%	109
Interest in sports: NFL Super Fan	18,748	10.3%	96
Interest in sports: NHL Super Fan	5,509	3.0%	92
Interest in sports: soccer Super Fan	6,400	3.5%	105

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Sports and Leisure Market Potential

130 E Morgan St, Raleigh, North Carolina, 27601
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.77929
 Longitude: -78.63703

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	17,730	9.8%	81
Member of charitable organization	8,415	4.6%	109
Member of church board	3,831	2.1%	83
Member of fraternal order	4,536	2.5%	123
Member of religious club	6,406	3.5%	108
Member of union	5,025	2.8%	80
Member of veterans club	3,496	1.9%	76
Attended adult education course in last 12 months	16,194	8.9%	116
Visited an aquarium in last 12 months	13,185	7.3%	130
Went to art gallery in last 12 months	17,962	9.9%	129
Attended auto show in last 12 months	10,920	6.0%	102
Did baking in last 12 months	40,774	22.4%	104
Barbecued in last 12 months	46,692	25.7%	98
Went to bar/night club in last 12 months	35,548	19.6%	115
Went to beach in last 12 months	56,076	30.9%	106
Played billiards/pool in last 12 months	14,515	8.0%	122
Played bingo in last 12 months	8,093	4.5%	98
Did birdwatching in last 12 months	7,630	4.2%	98
Played board game in last 12 months	30,486	16.8%	107
Read book in last 12 months	58,170	32.0%	103
Participated in book club in last 12 months	5,544	3.1%	104
Went on overnight camping trip in last 12 months	23,676	13.0%	108
Played cards in last 12 months	30,149	16.6%	101
Played chess in last 12 months	7,649	4.2%	121
Played computer game (offline w/software)/12 months	14,320	7.9%	112
Played computer game (online w/o software)/12 months	21,520	11.8%	101
Cooked for fun in last 12 months	39,464	21.7%	116
Did crossword puzzle in last 12 months	16,714	9.2%	98
Danced/went dancing in last 12 months	20,054	11.0%	147
Attended dance performance in last 12 months	11,302	6.2%	138
Dined out in last 12 months	92,090	50.7%	100
Flew a drone in last 12 months	5,975	3.3%	120
Attended state/county fair in last 12 months	24,661	13.6%	103
Participated in fantasy sports league last 12 months	10,444	5.7%	124
Did furniture refinishing in last 12 months	7,660	4.2%	109
Gambled at casino in last 12 months	25,174	13.9%	101
Gambled in Las Vegas in last 12 months	8,715	4.8%	116
Participate in indoor gardening/plant care	16,133	8.9%	103
Participated in genealogy in last 12 months	8,241	4.5%	110
Attended horse races in last 12 months	5,211	2.9%	118
Participated in karaoke in last 12 months	8,494	4.7%	122
Bought lottery ticket in last 12 months	56,816	31.3%	88
Played lottery 6+ times in last 30 days	17,204	9.5%	87
Bought lottery ticket in last 12 months: Daily Drawing	5,575	3.1%	93
Bought lottery ticket in last 12 months: Instant Game	29,350	16.2%	86
Bought lottery ticket in last 12 months: Mega Millions	28,652	15.8%	84
Bought lottery ticket in last 12 months: Powerball	33,661	18.5%	87
Attended a movie in last 6 months	112,127	61.7%	105
Attended movie in last 90 days: once/week or more	5,073	2.8%	113
Attended movie in last 90 days: 2-3 times a month	10,711	5.9%	100
Attended movie in last 90 days: once a month	20,922	11.5%	117
Attended movie in last 90 days: < once a month	66,144	36.4%	105
Movie genre seen at theater/6 months: action	61,991	34.1%	112

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	64,035	35.3%	111
Movie genre seen at theater/6 months: animation genre	29,278	16.1%	107
Movie genre seen at theater/6 months: biography genre	20,325	11.2%	107
Movie genre seen at theater/6 months: comedy	50,684	27.9%	111
Movie genre seen at theater/6 months: crime	23,117	12.7%	108
Movie genre seen at theater/6 months: drama	44,953	24.7%	110
Movie genre seen at theater/6 months: family	18,973	10.4%	107
Movie genre seen at theater/6 months: fantasy	34,268	18.9%	111
Movie genre seen at theater/6 months: horror	18,903	10.4%	122
Movie genre seen at theater/6 months: romance	12,946	7.1%	114
Movie genre seen at theater/6 months: science fiction	39,540	21.8%	115
Movie genre seen at theater/6 months: thriller	24,613	13.5%	114
Went to museum in last 12 months	31,434	17.3%	117
Attended classical music/opera performance/12 months	8,483	4.7%	119
Attended country music performance in last 12 months	11,678	6.4%	101
Attended rock music performance in last 12 months	19,566	10.8%	112
Played musical instrument in last 12 months	14,603	8.0%	114
Did painting/drawing in last 12 months	17,300	9.5%	121
Did photo album/scrapbooking in last 12 months	8,076	4.4%	106
Did photography in last 12 months	19,743	10.9%	123
Did Sudoku puzzle in last 12 months	14,284	7.9%	96
Participated in tailgating in last 12 months	8,967	4.9%	119
Went to live theater in last 12 months	23,542	13.0%	114
Visited a theme park in last 12 months	36,850	20.3%	108
Visited a theme park 5+ times in last 12 months	7,374	4.1%	97
Participated in trivia games in last 12 months	11,267	6.2%	102
Played video/electronic game (console) last 12 months	20,310	11.2%	124
Played video/electronic game (portable) last 12 months	8,848	4.9%	114
Visited an indoor water park in last 12 months	6,297	3.5%	104
Did woodworking in last 12 months	7,756	4.3%	88
Participated in word games in last 12 months	19,155	10.5%	104
Went to zoo in last 12 months	23,213	12.8%	109
Purchased DVD/Blu-ray disc online in last 12 months	12,163	6.7%	112
Rented DVDs (movie or other video) in last 30 days: 1	7,582	4.2%	145
Rented DVDs (movie or other video) in last 30 days: 2	4,973	2.7%	98
Rented DVDs (movie or other video) in last 30 days: 3+	12,654	7.0%	105
Rented movie or other video/30 days: action/adventure	39,924	22.0%	113
Rented movie or other video/30 days: classics	12,807	7.1%	124
Rented movie or other video/30 days: comedy	37,716	20.8%	116
Rented movie or other video/30 days: drama	25,620	14.1%	109
Rented movie or other video/30 days: family/children	16,003	8.8%	102
Rented movie or other video/30 days: foreign	4,468	2.5%	124
Rented movie or other video/30 days: horror	15,433	8.5%	132
Rented movie or other video/30 days: musical	5,774	3.2%	106
Rented movie or other video/30 days: news/documentary	7,977	4.4%	118
Rented movie or other video/30 days: romance	13,950	7.7%	121
Rented movie or other video/30 days: science fiction	16,326	9.0%	126
Rented movie or other video/30 days: TV show	16,196	8.9%	120
Rented movie or other video/30 days: western	5,110	2.8%	104

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	19,590	10.8%	117
Rented DVD/Blu-ray/30 days: from netflix.com	25,569	14.1%	112
Rented/purchased DVD/Blu-ray/30 days: from Redbox	25,090	13.8%	110
HH owns ATV/UTV	2,610	3.0%	51
Bought any children`s toy/game in last 12 months	52,869	29.1%	91
Spent on toys/games for child last 12 months: \$1-49	9,122	5.0%	93
Spent on toys/games for child last 12 months: \$50-99	3,420	1.9%	82
Spent on toys/games for child last 12 months: \$100-199	9,502	5.2%	87
Spent on toys/games for child last 12 months: \$200-499	15,830	8.7%	95
Spent on toys/games for child last 12 months: \$500+	8,471	4.7%	96
Bought any toys/games online in last 12 months	20,658	11.4%	99
Bought infant toy in last 12 months	9,198	5.1%	80
Bought pre-school toy in last 12 months	10,786	5.9%	86
Bought for child last 12 months: boy action figure	13,109	7.2%	102
Bought for child last 12 months: girl action figure	7,281	4.0%	105
Bought for child last 12 months: action game	5,387	3.0%	97
Bought for child last 12 months: bicycle	10,028	5.5%	95
Bought for child last 12 months: board game	20,126	11.1%	94
Bought for child last 12 months: builder set	8,131	4.5%	86
Bought for child last 12 months: car	11,885	6.5%	86
Bought for child last 12 months: construction toy	9,498	5.2%	88
Bought for child last 12 months: fashion doll	7,344	4.0%	102
Bought for child last 12 months: large/baby doll	11,586	6.4%	95
Bought for child last 12 months: doll accessories	6,741	3.7%	95
Bought for child last 12 months: doll clothing	6,655	3.7%	93
Bought for child last 12 months: educational toy	19,810	10.9%	93
Bought for child last 12 months: electronic doll/animal	4,929	2.7%	98
Bought for child last 12 months: electronic game	9,465	5.2%	90
Bought for child last 12 months: mechanical toy	7,853	4.3%	98
Bought for child last 12 months: model kit/set	5,554	3.1%	102
Bought for child last 12 months: plush doll/animal	14,185	7.8%	92
Bought for child last 12 months: water toy	13,165	7.2%	85
Bought for child last 12 months: word game	4,673	2.6%	104

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	25,703	14.1%	108
Bought hardcover book in last 12 months	38,091	21.0%	105
Bought paperback book in last 12 months	54,334	29.9%	106
Bought 1-3 books in last 12 months	36,152	19.9%	101
Bought 4-6 books in last 12 months	20,270	11.2%	111
Bought 7+ books in last 12 months	27,474	15.1%	100
Bought book (fiction) in last 12 months	44,972	24.8%	103
Bought book (non-fiction) in last 12 months	43,851	24.1%	110
Bought biography in last 12 months	15,276	8.4%	120
Bought children`s book in last 12 months	16,183	8.9%	93
Bought cookbook in last 12 months	11,510	6.3%	95
Bought history book in last 12 months	16,173	8.9%	105
Bought mystery book in last 12 months	18,776	10.3%	98
Bought novel in last 12 months	25,912	14.3%	111
Bought religious book (Not Bible) in last 12 months	11,335	6.2%	104
Bought romance book in last 12 months	8,643	4.8%	92
Bought science fiction book in last 12 months	11,713	6.4%	115
Bought personal/business self-help book last 12 months	13,649	7.5%	117
Bought travel book in last 12 months	4,293	2.4%	104
Bought book online in last 12 months	42,137	23.2%	105
Listened to/purchased audiobook in last 6 months	14,268	7.9%	116

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