



Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Demographic Summary		2018	2023
Population		66,358	76,082
Population 18+		61,983	70,676
Households		38,440	44,505
Median Household Income		\$102,525	\$112,759

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	7,048	11.4%	145
Participated in archery in last 12 months	1,645	2.7%	99
Participated in backpacking in last 12 months	3,019	4.9%	136
Participated in baseball in last 12 months	2,688	4.3%	105
Participated in basketball in last 12 months	6,635	10.7%	130
Participated in bicycling (mountain) in last 12 months	3,894	6.3%	154
Participated in bicycling (road) in last 12 months	10,160	16.4%	162
Participated in boating (power) in last 12 months	3,222	5.2%	102
Participated in bowling in last 12 months	9,646	15.6%	161
Participated in canoeing/kayaking in last 12 months	5,599	9.0%	137
Participated in fishing (fresh water) in last 12 months	4,496	7.3%	63
Participated in fishing (salt water) in last 12 months	2,226	3.6%	95
Participated in football in last 12 months	3,015	4.9%	111
Participated in Frisbee in last 12 months	3,386	5.5%	131
Participated in golf in last 12 months	6,257	10.1%	117
Participated in hiking in last 12 months	11,563	18.7%	154
Participated in horseback riding in last 12 months	1,188	1.9%	85
Participated in hunting with rifle in last 12 months	1,786	2.9%	68
Participated in hunting with shotgun in last 12 months	1,927	3.1%	92
Participated in ice skating in last 12 months	3,163	5.1%	170
Participated in jogging/running in last 12 months	15,041	24.3%	188
Participated in motorcycling in last 12 months	1,275	2.1%	64
Participated in Pilates in last 12 months	2,117	3.4%	122
Participated in ping pong in last 12 mos	3,970	6.4%	169
Participated in rock climbing in last 12 mos	1,957	3.2%	185
Participated in skiing (downhill) in last 12 months	3,296	5.3%	178
Participated in soccer in last 12 months	3,300	5.3%	129
Participated in softball in last 12 months	1,861	3.0%	109
Participated in swimming in last 12 months	11,446	18.5%	114
Participated in target shooting in last 12 months	2,983	4.8%	111
Participated in tennis in last 12 months	4,041	6.5%	187
Participated in volleyball in last 12 months	4,049	6.5%	199
Participated in walking for exercise in last 12 months	18,340	29.6%	122
Participated in weight lifting in last 12 months	10,329	16.7%	159
Participated in yoga in last 12 months	9,827	15.9%	194
Participated in Zumba in last 12 mos	2,725	4.4%	118
Spent on sports/rec equip in last 12 months: \$1-99	4,349	7.0%	104
Spent on sports/rec equip in last 12 months: \$100-\$249	5,760	9.3%	148
Spent on sports/rec equip in last 12 months: \$250+	6,054	9.8%	124
Attend sports events	14,707	23.7%	140
Attend sports events: baseball game - MLB reg seas	4,750	7.7%	134
Attend sports events: basketball game-NBA reg seas	2,027	3.3%	199
Attend sports events: football game (college)	2,616	4.2%	121
Attend sports events: football game - NFL weekend	2,412	3.9%	186
Attend sports events: high school sports	1,090	1.8%	54

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,173	11.6%	100
Watch sports on TV	37,311	60.2%	103
Watch on TV: alpine skiing/ski jumping	1,210	2.0%	66
Watch on TV: auto racing (NASCAR)	3,560	5.7%	55
Watch on TV: auto racing (not NASCAR)	1,529	2.5%	58
Watch on TV: baseball (MLB regular season)	12,762	20.6%	105
Watch on TV: baseball (MLB playoffs/World Series)	10,843	17.5%	102
Watch on TV: basketball (college)	6,941	11.2%	87
Watch on TV: basketball (NCAA tournament)	8,624	13.9%	108
Watch on TV: basketball (NBA regular season)	11,087	17.9%	116
Watch on TV: basketball (NBA playoffs/finals)	12,021	19.4%	116
Watch on TV: basketball (WNBA)	1,146	1.8%	63
Watch on TV: bicycle racing	1,460	2.4%	105
Watch on TV: bowling	1,048	1.7%	80
Watch on TV: boxing	2,933	4.7%	70
Watch on TV: bull riding (pro)	1,168	1.9%	64
Watch on TV: Equestrian events	1,621	2.6%	116
Watch on TV: extreme sports (summer)	1,106	1.8%	50
Watch on TV: extreme sports (winter)	2,101	3.4%	84
Watch on TV: figure skating	1,953	3.2%	57
Watch on TV: fishing	1,289	2.1%	45
Watch on TV: football (college)	14,818	23.9%	101
Watch on TV: football (NFL Mon/Thurs night games)	19,857	32.0%	100
Watch on TV: football (NFL weekend games)	18,912	30.5%	93
Watch on TV: football (NFL playoffs/Super Bowl)	20,350	32.8%	98
Watch on TV: golf (PGA)	7,897	12.7%	109
Watch on TV: golf (LPGA)	2,191	3.5%	92
Watch on TV: gymnastics	2,847	4.6%	81
Watch on TV: high school sports	1,513	2.4%	50
Watch on TV: horse racing (at track or OTB)	1,499	2.4%	82
Watch on TV: ice hockey (NHL regular season)	7,774	12.5%	142
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	6,627	10.7%	125
Watch on TV: mixed martial arts (MMA)	1,950	3.1%	79
Watch on TV: motorcycle racing	1,709	2.8%	93
Watch on TV: Olympics (summer)	10,727	17.3%	109
Watch on TV: Olympics (winter)	6,017	9.7%	86
Watch on TV: rodeo	1,147	1.9%	60
Watch on TV: soccer (MLS)	4,026	6.5%	129
Watch on TV: soccer (World Cup)	6,683	10.8%	132
Watch on TV: tennis (men`s)	5,306	8.6%	142
Watch on TV: tennis (women`s)	4,562	7.4%	120
Watch on TV: track & field	2,403	3.9%	98
Watch on TV: volleyball (pro beach)	1,813	2.9%	107
Watch on TV: wrestling (WWE)	2,946	4.8%	94
Interest in sports: college basketball Super Fan	1,729	2.8%	75
Interest in sports: college football Super Fan	6,217	10.0%	126
Interest in sports: golf Super Fan	1,512	2.4%	123
Interest in sports: high school sports Super Fan	1,442	2.3%	78
Interest in sports: MLB Super Fan	2,412	3.9%	76
Interest in sports: NASCAR Super Fan	1,314	2.1%	70
Interest in sports: NBA Super Fan	2,643	4.3%	77
Interest in sports: NFL Super Fan	5,986	9.7%	77
Interest in sports: NHL Super Fan	2,073	3.3%	97
Interest in sports: soccer Super Fan	1,201	1.9%	66

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	5,640	9.1%	76
Member of charitable organization	3,695	6.0%	135
Member of church board	1,520	2.5%	85
Member of fraternal order	1,111	1.8%	74
Member of religious club	1,358	2.2%	60
Member of union	2,553	4.1%	108
Member of veterans club	545	0.9%	35
Attended adult education course in last 12 months	8,107	13.1%	167
Went to art gallery in last 12 months	8,973	14.5%	183
Attended auto show in last 12 months	3,542	5.7%	97
Did baking in last 12 months	17,198	27.7%	119
Went to bar/night club in last 12 months	19,125	30.9%	177
Went to beach in last 12 months	27,153	43.8%	156
Played billiards/pool in last 12 months	7,423	12.0%	180
Played bingo in last 12 months	2,564	4.1%	102
Did birdwatching in last 12 months	2,077	3.4%	75
Played board game in last 12 months	11,658	18.8%	128
Read book in last 12 months	29,163	47.0%	139
Participated in book club in last 12 months	3,724	6.0%	204
Went on overnight camping trip in last 12 months	7,561	12.2%	100
Played cards in last 12 months	10,966	17.7%	110
Played chess in last 12 months	3,574	5.8%	164
Played computer game (offline w/software)/12 months	4,283	6.9%	104
Played computer game (online w/o software)/12 months	7,579	12.2%	101
Cooked for fun in last 12 months	18,988	30.6%	140
Did crossword puzzle in last 12 months	6,526	10.5%	107
Danced/went dancing in last 12 months	7,891	12.7%	167
Attended dance performance in last 12 months	4,867	7.9%	185
Dined out in last 12 months	38,279	61.8%	121
Participated in fantasy sports league last 12 months	4,139	6.7%	138
Participated in tailgating in last 12 months	3,720	6.0%	129
Did furniture refinishing in last 12 months	1,941	3.1%	85
Gambled at casino in last 12 months	9,422	15.2%	117
Gambled in Las Vegas in last 12 months	3,505	5.7%	168
Participate in indoor gardening/plant care	4,268	6.9%	75
Attended horse races in last 12 months	2,927	4.7%	204
Participated in karaoke in last 12 months	4,307	6.9%	175
Bought lottery ticket in last 12 months	20,276	32.7%	91
Played lottery 6+ times in last 30 days	6,437	10.4%	98
Bought lottery ticket in last 12 months: Daily Drawing	1,438	2.3%	69
Bought lottery ticket in last 12 months: Instant Game	10,272	16.6%	94
Bought lottery ticket in last 12 months: Mega Millions	9,893	16.0%	102
Bought lottery ticket in last 12 months: Powerball	13,504	21.8%	99
Attended a movie in last 6 months	45,032	72.7%	122
Attended movie in last 90 days: once/week or more	1,111	1.8%	76
Attended movie in last 90 days: 2-3 times a month	6,906	11.1%	179
Attended movie in last 90 days: once a month	9,245	14.9%	150
Attended movie in last 90 days: < once a month	24,633	39.7%	111
Movie genre seen at theater/6 months: action	23,187	37.4%	136

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Movie genre seen at theater/6 months: adventure	25,072	40.4%	130
Movie genre seen at theater/6 months: comedy	19,795	31.9%	131
Movie genre seen at theater/6 months: crime	11,468	18.5%	169
Movie genre seen at theater/6 months: drama	21,537	34.7%	148
Movie genre seen at theater/6 months: family	7,958	12.8%	125
Movie genre seen at theater/6 months: fantasy	12,156	19.6%	141
Movie genre seen at theater/6 months: horror	4,952	8.0%	150
Movie genre seen at theater/6 months: romance	7,446	12.0%	154
Movie genre seen at theater/6 months: science fiction	16,790	27.1%	138
Movie genre seen at theater/6 months: thriller	14,686	23.7%	137
Went to museum in last 12 months	15,826	25.5%	198
Attended classical music/opera performance/12 months	6,357	10.3%	274
Attended country music performance in last 12 months	6,445	10.4%	159
Attended rock music performance in last 12 months	8,816	14.2%	151
Played musical instrument in last 12 months	7,308	11.8%	157
Did painting/drawing in last 12 months	7,523	12.1%	159
Did photo album/scrapbooking in last 12 months	4,061	6.6%	147
Did photography in last 12 months	9,518	15.4%	147
Did Sudoku puzzle in last 12 months	6,511	10.5%	133
Went to live theater in last 12 months	12,657	20.4%	176
Visited a theme park in last 12 months	15,132	24.4%	129
Visited a theme park 5+ times in last 12 months	2,208	3.6%	89
Participated in trivia games in last 12 months	5,318	8.6%	129
Played video/electronic game (console) last 12 months	8,687	14.0%	153
Played video/electronic game (portable) last 12 months	3,954	6.4%	123
Visited an indoor water park in last 12 months	2,443	3.9%	121
Did woodworking in last 12 months	2,141	3.5%	76
Participated in word games in last 12 months	7,658	12.4%	120
Went to zoo in last 12 months	10,247	16.5%	130
Purchased DVDs in last 30 days: 1	1,331	2.1%	83
Purchased DVDs in last 30 days: 2	1,247	2.0%	99
Purchased DVDs in last 30 days: 3+	1,915	3.1%	81
Purchased DVD/Blu-ray disc online in last 12 months	3,897	6.3%	95
Rented DVDs in last 30 days: 1	1,931	3.1%	87
Rented DVDs in last 30 days: 2	2,443	3.9%	106
Rented DVDs in last 30 days: 3+	5,142	8.3%	92
Rented movie/oth video/30 days: action/adventure	16,771	27.1%	126
Rented movie/oth video/30 days: classics	6,154	9.9%	155
Rented movie/oth video/30 days: comedy	15,116	24.4%	117
Rented movie/oth video/30 days: drama	13,247	21.4%	146
Rented movie/oth video/30 days: family/children	3,357	5.4%	54
Rented movie/oth video/30 days: foreign	2,577	4.2%	165
Rented movie/oth video/30 days: horror	3,888	6.3%	87
Rented movie/oth video/30 days: musical	2,279	3.7%	134
Rented movie/oth video/30 days: news/documentary	4,806	7.8%	186
Rented movie/oth video/30 days: romance	5,502	8.9%	114
Rented movie/oth video/30 days: science fiction	6,321	10.2%	138
Rented movie/oth video/30 days: TV show	8,464	13.7%	173
Rented movie/oth video/30 days: western	1,271	2.1%	76

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	7,338	11.8%	158
Rented DVD/Blu-ray/30 days: from netflix.com	11,552	18.6%	139
Rented/purch DVD/Blu-ray/30 days: from Redbox	10,507	17.0%	100
HH owns ATV/UTV	742	1.9%	33
Bought any children`s toy/game in last 12 months	17,421	28.1%	86
Spent on toys/games for child last 12 months: <\$50	3,114	5.0%	84
Spent on toys/games for child last 12 months: \$50-99	1,500	2.4%	95
Spent on toys/games for child last 12 months: \$100-199	3,159	5.1%	82
Spent on toys/games for child last 12 months: \$200-499	5,166	8.3%	94
Spent on toys/games for child last 12 months: \$500+	2,268	3.7%	78
Bought any toys/games online in last 12 months	8,349	13.5%	144
Bought infant toy in last 12 months	3,933	6.3%	96
Bought pre-school toy in last 12 months	4,923	7.9%	116
Bought for child last 12 months: boy action figure	4,172	6.7%	85
Bought for child last 12 months: girl action figure	1,545	2.5%	73
Bought for child last 12 months: action game	1,644	2.7%	105
Bought for child last 12 months: bicycle	3,497	5.6%	95
Bought for child last 12 months: board game	5,900	9.5%	86
Bought for child last 12 months: builder set	2,182	3.5%	68
Bought for child last 12 months: car	4,824	7.8%	97
Bought for child last 12 months: construction toy	3,187	5.1%	90
Bought for child last 12 months: fashion doll	2,465	4.0%	92
Bought for child last 12 months: large/baby doll	3,241	5.2%	75
Bought for child last 12 months: doll accessories	2,468	4.0%	103
Bought for child last 12 months: doll clothing	2,601	4.2%	102
Bought for child last 12 months: educational toy	6,971	11.2%	96
Bought for child last 12 months: electronic doll/animal	1,586	2.6%	92
Bought for child last 12 months: electronic game	2,964	4.8%	86
Bought for child last 12 months: mechanical toy	1,850	3.0%	75
Bought for child last 12 months: model kit/set	1,355	2.2%	75
Bought for child last 12 months: plush doll/animal	4,059	6.5%	80
Bought for child last 12 months: sound game	914	1.5%	77
Bought for child last 12 months: water toy	5,716	9.2%	100
Bought for child last 12 months: word game	1,286	2.1%	82

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Bought digital book in last 12 months	14,078	22.7%	171
Bought hardcover book in last 12 months	16,242	26.2%	132
Bought paperback book in last 12 months	22,639	36.5%	126
Bought 1-3 books in last 12 months	13,005	21.0%	106
Bought 4-6 books in last 12 months	8,070	13.0%	140
Bought 7+ books in last 12 months	13,036	21.0%	131
Bought book (fiction) in last 12 months	19,958	32.2%	131
Bought book (non-fiction) in last 12 months	20,875	33.7%	149
Bought biography in last 12 months	6,940	11.2%	164
Bought children`s book in last 12 months	5,408	8.7%	96
Bought cookbook in last 12 months	6,062	9.8%	135
Bought history book in last 12 months	7,263	11.7%	139
Bought mystery book in last 12 months	9,633	15.5%	153
Bought novel in last 12 months	12,627	20.4%	149
Bought religious book (not bible) in last 12 mo	2,980	4.8%	74
Bought romance book in last 12 months	3,901	6.3%	107
Bought science fiction book in last 12 months	5,114	8.3%	146
Bought personal/business self-help book last 12 months	6,909	11.1%	176
Bought travel book in last 12 months	2,486	4.0%	193
Bought book online in last 12 months	21,945	35.4%	175
Bought book last 12 months: amazon.com	19,424	31.3%	161
Bought book last 12 months: barnes&noble.com	2,058	3.3%	151
Bought book last 12 months: Barnes & Noble book store	11,163	18.0%	138
Bought book last 12 months: other book store (not B&N)	9,683	15.6%	155
Bought book last 12 months: mail order	928	1.5%	76
Listened to/purchased audiobook in last 6 months	4,835	7.8%	144

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Demographic Summary		2018	2023
Population		373,093	398,556
Population 18+		325,039	348,482
Households		194,612	209,219
Median Household Income		\$79,177	\$91,168

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	33,756	10.4%	132
Participated in archery in last 12 months	7,549	2.3%	87
Participated in backpacking in last 12 months	13,697	4.2%	117
Participated in baseball in last 12 months	13,382	4.1%	99
Participated in basketball in last 12 months	31,565	9.7%	118
Participated in bicycling (mountain) in last 12 months	17,491	5.4%	132
Participated in bicycling (road) in last 12 months	47,419	14.6%	144
Participated in boating (power) in last 12 months	15,418	4.7%	93
Participated in bowling in last 12 months	43,091	13.3%	137
Participated in canoeing/kayaking in last 12 months	25,636	7.9%	120
Participated in fishing (fresh water) in last 12 months	21,468	6.6%	57
Participated in fishing (salt water) in last 12 months	12,021	3.7%	97
Participated in football in last 12 months	14,906	4.6%	105
Participated in Frisbee in last 12 months	14,927	4.6%	111
Participated in golf in last 12 months	28,940	8.9%	103
Participated in hiking in last 12 months	53,727	16.5%	136
Participated in horseback riding in last 12 months	6,171	1.9%	84
Participated in hunting with rifle in last 12 months	8,210	2.5%	59
Participated in hunting with shotgun in last 12 months	8,539	2.6%	78
Participated in ice skating in last 12 months	14,650	4.5%	151
Participated in jogging/running in last 12 months	68,640	21.1%	163
Participated in motorcycling in last 12 months	6,944	2.1%	67
Participated in Pilates in last 12 months	12,981	4.0%	143
Participated in ping pong in last 12 mos	18,221	5.6%	148
Participated in rock climbing in last 12 mos	8,378	2.6%	151
Participated in skiing (downhill) in last 12 months	16,226	5.0%	167
Participated in soccer in last 12 months	19,019	5.9%	142
Participated in softball in last 12 months	9,113	2.8%	102
Participated in swimming in last 12 months	56,853	17.5%	108
Participated in target shooting in last 12 months	12,692	3.9%	90
Participated in tennis in last 12 months	20,164	6.2%	178
Participated in volleyball in last 12 months	17,527	5.4%	164
Participated in walking for exercise in last 12 months	86,700	26.7%	110
Participated in weight lifting in last 12 months	47,432	14.6%	139
Participated in yoga in last 12 months	47,000	14.5%	177
Participated in Zumba in last 12 mos	14,755	4.5%	122
Spent on sports/rec equip in last 12 months: \$1-99	21,216	6.5%	97
Spent on sports/rec equip in last 12 months: \$100-\$249	25,245	7.8%	123
Spent on sports/rec equip in last 12 months: \$250+	25,680	7.9%	100
Attend sports events	69,228	21.3%	126
Attend sports events: baseball game - MLB reg seas	24,542	7.6%	132
Attend sports events: basketball game-NBA reg seas	10,032	3.1%	188
Attend sports events: football game (college)	11,567	3.6%	102
Attend sports events: football game - NFL weekend	10,195	3.1%	150
Attend sports events: high school sports	6,185	1.9%	59

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 2018 and 2023.



Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	35,520	10.9%	95
Watch sports on TV	186,853	57.5%	98
Watch on TV: alpine skiing/ski jumping	8,702	2.7%	91
Watch on TV: auto racing (NASCAR)	20,383	6.3%	60
Watch on TV: auto racing (not NASCAR)	9,593	3.0%	69
Watch on TV: baseball (MLB regular season)	64,955	20.0%	102
Watch on TV: baseball (MLB playoffs/World Series)	57,307	17.6%	103
Watch on TV: basketball (college)	37,082	11.4%	88
Watch on TV: basketball (NCAA tournament)	43,166	13.3%	103
Watch on TV: basketball (NBA regular season)	59,672	18.4%	119
Watch on TV: basketball (NBA playoffs/finals)	63,112	19.4%	116
Watch on TV: basketball (WNBA)	8,111	2.5%	86
Watch on TV: bicycle racing	8,482	2.6%	116
Watch on TV: bowling	6,556	2.0%	96
Watch on TV: boxing	19,203	5.9%	88
Watch on TV: bull riding (pro)	6,598	2.0%	69
Watch on TV: Equestrian events	8,781	2.7%	120
Watch on TV: extreme sports (summer)	8,627	2.7%	74
Watch on TV: extreme sports (winter)	12,351	3.8%	95
Watch on TV: figure skating	13,667	4.2%	76
Watch on TV: fishing	8,388	2.6%	56
Watch on TV: football (college)	66,241	20.4%	86
Watch on TV: football (NFL Mon/Thurs night games)	94,726	29.1%	91
Watch on TV: football (NFL weekend games)	93,313	28.7%	88
Watch on TV: football (NFL playoffs/Super Bowl)	100,386	30.9%	92
Watch on TV: golf (PGA)	37,546	11.6%	99
Watch on TV: golf (LPGA)	12,189	3.8%	97
Watch on TV: gymnastics	16,647	5.1%	90
Watch on TV: high school sports	9,636	3.0%	61
Watch on TV: horse racing (at track or OTB)	8,643	2.7%	90
Watch on TV: ice hockey (NHL regular season)	35,648	11.0%	124
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	32,837	10.1%	118
Watch on TV: mixed martial arts (MMA)	12,939	4.0%	100
Watch on TV: motorcycle racing	9,256	2.8%	96
Watch on TV: Olympics (summer)	51,931	16.0%	101
Watch on TV: Olympics (winter)	32,851	10.1%	90
Watch on TV: rodeo	6,881	2.1%	68
Watch on TV: soccer (MLS)	22,061	6.8%	135
Watch on TV: soccer (World Cup)	36,489	11.2%	138
Watch on TV: tennis (men`s)	29,188	9.0%	149
Watch on TV: tennis (women`s)	26,017	8.0%	130
Watch on TV: track & field	12,637	3.9%	98
Watch on TV: volleyball (pro beach)	9,301	2.9%	105
Watch on TV: wrestling (WWE)	16,627	5.1%	101
Interest in sports: college basketball Super Fan	10,229	3.1%	84
Interest in sports: college football Super Fan	29,950	9.2%	116
Interest in sports: golf Super Fan	8,009	2.5%	124
Interest in sports: high school sports Super Fan	11,539	3.6%	119
Interest in sports: MLB Super Fan	18,578	5.7%	111
Interest in sports: NASCAR Super Fan	9,738	3.0%	100
Interest in sports: NBA Super Fan	19,886	6.1%	111
Interest in sports: NFL Super Fan	33,341	10.3%	82
Interest in sports: NHL Super Fan	14,012	4.3%	125
Interest in sports: soccer Super Fan	11,498	3.5%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	30,106	9.3%	78
Member of charitable organization	17,221	5.3%	120
Member of church board	7,018	2.2%	75
Member of fraternal order	6,568	2.0%	83
Member of religious club	8,515	2.6%	72
Member of union	12,465	3.8%	101
Member of veterans club	3,543	1.1%	44
Attended adult education course in last 12 months	36,285	11.2%	143
Went to art gallery in last 12 months	46,369	14.3%	180
Attended auto show in last 12 months	19,199	5.9%	100
Did baking in last 12 months	78,822	24.3%	104
Went to bar/night club in last 12 months	87,651	27.0%	154
Went to beach in last 12 months	128,512	39.5%	140
Played billiards/pool in last 12 months	32,324	9.9%	150
Played bingo in last 12 months	13,155	4.0%	100
Did birdwatching in last 12 months	11,963	3.7%	83
Played board game in last 12 months	55,757	17.2%	117
Read book in last 12 months	136,065	41.9%	124
Participated in book club in last 12 months	15,589	4.8%	163
Went on overnight camping trip in last 12 months	37,682	11.6%	95
Played cards in last 12 months	52,406	16.1%	100
Played chess in last 12 months	16,288	5.0%	143
Played computer game (offline w/software)/12 months	21,110	6.5%	98
Played computer game (online w/o software)/12 months	38,483	11.8%	98
Cooked for fun in last 12 months	88,039	27.1%	124
Did crossword puzzle in last 12 months	31,384	9.7%	98
Danced/went dancing in last 12 months	36,847	11.3%	149
Attended dance performance in last 12 months	22,873	7.0%	166
Dined out in last 12 months	183,221	56.4%	111
Participated in fantasy sports league last 12 months	20,664	6.4%	131
Participated in tailgating in last 12 months	16,467	5.1%	109
Did furniture refinishing in last 12 months	10,756	3.3%	89
Gambled at casino in last 12 months	46,199	14.2%	110
Gambled in Las Vegas in last 12 months	17,612	5.4%	161
Participate in indoor gardening/plant care	22,648	7.0%	76
Attended horse races in last 12 months	12,022	3.7%	160
Participated in karaoke in last 12 months	21,171	6.5%	164
Bought lottery ticket in last 12 months	107,801	33.2%	93
Played lottery 6+ times in last 30 days	31,274	9.6%	91
Bought lottery ticket in last 12 months: Daily Drawing	8,583	2.6%	79
Bought lottery ticket in last 12 months: Instant Game	51,664	15.9%	90
Bought lottery ticket in last 12 months: Mega Millions	54,572	16.8%	107
Bought lottery ticket in last 12 months: Powerball	67,062	20.6%	94
Attended a movie in last 6 months	221,664	68.2%	115
Attended movie in last 90 days: once/week or more	8,104	2.5%	106
Attended movie in last 90 days: 2-3 times a month	30,846	9.5%	153
Attended movie in last 90 days: once a month	42,318	13.0%	131
Attended movie in last 90 days: < once a month	122,926	37.8%	105
Movie genre seen at theater/6 months: action	109,798	33.8%	123

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Sports and Leisure Market Potential

Proposed Location
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 Ring: 3 mile radius

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	118,452	36.4%	117
Movie genre seen at theater/6 months: comedy	95,808	29.5%	121
Movie genre seen at theater/6 months: crime	52,665	16.2%	148
Movie genre seen at theater/6 months: drama	99,463	30.6%	130
Movie genre seen at theater/6 months: family	36,395	11.2%	109
Movie genre seen at theater/6 months: fantasy	55,598	17.1%	123
Movie genre seen at theater/6 months: horror	22,841	7.0%	132
Movie genre seen at theater/6 months: romance	35,848	11.0%	141
Movie genre seen at theater/6 months: science fiction	78,272	24.1%	122
Movie genre seen at theater/6 months: thriller	70,109	21.6%	125
Went to museum in last 12 months	76,995	23.7%	183
Attended classical music/opera performance/12 months	26,127	8.0%	215
Attended country music performance in last 12 months	25,897	8.0%	122
Attended rock music performance in last 12 months	42,183	13.0%	138
Played musical instrument in last 12 months	32,804	10.1%	135
Did painting/drawing in last 12 months	34,355	10.6%	139
Did photo album/scrapbooking in last 12 months	17,819	5.5%	123
Did photography in last 12 months	43,619	13.4%	129
Did Sudoku puzzle in last 12 months	31,998	9.8%	125
Went to live theater in last 12 months	59,007	18.2%	156
Visited a theme park in last 12 months	75,423	23.2%	123
Visited a theme park 5+ times in last 12 months	11,616	3.6%	90
Participated in trivia games in last 12 months	24,172	7.4%	112
Played video/electronic game (console) last 12 months	36,821	11.3%	124
Played video/electronic game (portable) last 12 months	19,255	5.9%	114
Visited an indoor water park in last 12 months	11,844	3.6%	112
Did woodworking in last 12 months	10,577	3.3%	72
Participated in word games in last 12 months	36,246	11.2%	108
Went to zoo in last 12 months	48,967	15.1%	119
Purchased DVDs in last 30 days: 1	6,727	2.1%	80
Purchased DVDs in last 30 days: 2	7,727	2.4%	117
Purchased DVDs in last 30 days: 3+	10,367	3.2%	83
Purchased DVD/Blu-ray disc online in last 12 months	20,997	6.5%	97
Rented DVDs in last 30 days: 1	9,524	2.9%	82
Rented DVDs in last 30 days: 2	11,374	3.5%	94
Rented DVDs in last 30 days: 3+	25,260	7.8%	86
Rented movie/oth video/30 days: action/adventure	76,613	23.6%	110
Rented movie/oth video/30 days: classics	27,824	8.6%	134
Rented movie/oth video/30 days: comedy	74,069	22.8%	110
Rented movie/oth video/30 days: drama	60,977	18.8%	128
Rented movie/oth video/30 days: family/children	21,542	6.6%	66
Rented movie/oth video/30 days: foreign	13,061	4.0%	159
Rented movie/oth video/30 days: horror	21,735	6.7%	93
Rented movie/oth video/30 days: musical	11,070	3.4%	124
Rented movie/oth video/30 days: news/documentary	21,623	6.7%	160
Rented movie/oth video/30 days: romance	26,154	8.0%	103
Rented movie/oth video/30 days: science fiction	28,294	8.7%	118
Rented movie/oth video/30 days: TV show	37,927	11.7%	148
Rented movie/oth video/30 days: western	7,792	2.4%	89

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Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	32,900	10.1%	135
Rented DVD/Blu-ray/30 days: from netflix.com	53,668	16.5%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	47,612	14.6%	86
HH owns ATV/UTV	4,010	2.1%	35
Bought any children`s toy/game in last 12 months	93,914	28.9%	88
Spent on toys/games for child last 12 months: <\$50	17,112	5.3%	88
Spent on toys/games for child last 12 months: \$50-99	7,755	2.4%	94
Spent on toys/games for child last 12 months: \$100-199	15,446	4.8%	77
Spent on toys/games for child last 12 months: \$200-499	26,237	8.1%	91
Spent on toys/games for child last 12 months: \$500+	13,288	4.1%	87
Bought any toys/games online in last 12 months	38,038	11.7%	125
Bought infant toy in last 12 months	20,441	6.3%	95
Bought pre-school toy in last 12 months	22,320	6.9%	100
Bought for child last 12 months: boy action figure	22,217	6.8%	86
Bought for child last 12 months: girl action figure	9,462	2.9%	85
Bought for child last 12 months: action game	7,500	2.3%	91
Bought for child last 12 months: bicycle	18,664	5.7%	96
Bought for child last 12 months: board game	31,651	9.7%	88
Bought for child last 12 months: builder set	13,190	4.1%	79
Bought for child last 12 months: car	23,513	7.2%	90
Bought for child last 12 months: construction toy	15,811	4.9%	85
Bought for child last 12 months: fashion doll	12,551	3.9%	89
Bought for child last 12 months: large/baby doll	19,714	6.1%	87
Bought for child last 12 months: doll accessories	12,312	3.8%	98
Bought for child last 12 months: doll clothing	12,497	3.8%	94
Bought for child last 12 months: educational toy	34,298	10.6%	90
Bought for child last 12 months: electronic doll/animal	8,423	2.6%	94
Bought for child last 12 months: electronic game	14,613	4.5%	81
Bought for child last 12 months: mechanical toy	10,639	3.3%	83
Bought for child last 12 months: model kit/set	7,657	2.4%	81
Bought for child last 12 months: plush doll/animal	22,123	6.8%	83
Bought for child last 12 months: sound game	5,258	1.6%	85
Bought for child last 12 months: water toy	27,567	8.5%	92
Bought for child last 12 months: word game	7,984	2.5%	98

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Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	64,187	19.7%	148
Bought hardcover book in last 12 months	79,427	24.4%	123
Bought paperback book in last 12 months	114,032	35.1%	121
Bought 1-3 books in last 12 months	69,237	21.3%	108
Bought 4-6 books in last 12 months	38,869	12.0%	128
Bought 7+ books in last 12 months	64,010	19.7%	122
Bought book (fiction) in last 12 months	97,198	29.9%	122
Bought book (non-fiction) in last 12 months	97,808	30.1%	134
Bought biography in last 12 months	33,834	10.4%	153
Bought children`s book in last 12 months	29,671	9.1%	100
Bought cookbook in last 12 months	29,361	9.0%	125
Bought history book in last 12 months	37,506	11.5%	137
Bought mystery book in last 12 months	44,256	13.6%	134
Bought novel in last 12 months	63,023	19.4%	142
Bought religious book (not bible) in last 12 mo	16,843	5.2%	79
Bought romance book in last 12 months	17,754	5.5%	92
Bought science fiction book in last 12 months	24,561	7.6%	133
Bought personal/business self-help book last 12 months	32,964	10.1%	160
Bought travel book in last 12 months	11,632	3.6%	172
Bought book online in last 12 months	100,642	31.0%	153
Bought book last 12 months: amazon.com	93,072	28.6%	147
Bought book last 12 months: barnes&noble.com	9,468	2.9%	132
Bought book last 12 months: Barnes & Noble book store	58,009	17.8%	137
Bought book last 12 months: other book store (not B&N)	42,041	12.9%	128
Bought book last 12 months: mail order	5,162	1.6%	81
Listened to/purchased audiobook in last 6 months	23,325	7.2%	133

Sample Report

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Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
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Demographic Summary		2018	2023
Population		853,482	886,698
Population 18+		705,324	737,904
Households		387,951	405,830
Median Household Income		\$64,916	\$76,320

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	67,358	9.5%	121
Participated in archery in last 12 months	15,416	2.2%	82
Participated in backpacking in last 12 months	27,434	3.9%	108
Participated in baseball in last 12 months	30,669	4.3%	105
Participated in basketball in last 12 months	69,798	9.9%	120
Participated in bicycling (mountain) in last 12 months	33,389	4.7%	116
Participated in bicycling (road) in last 12 months	89,747	12.7%	126
Participated in boating (power) in last 12 months	30,476	4.3%	84
Participated in bowling in last 12 months	85,383	12.1%	125
Participated in canoeing/kayaking in last 12 months	47,432	6.7%	102
Participated in fishing (fresh water) in last 12 months	44,190	6.3%	54
Participated in fishing (salt water) in last 12 months	25,741	3.6%	96
Participated in football in last 12 months	32,937	4.7%	106
Participated in Frisbee in last 12 months	30,166	4.3%	103
Participated in golf in last 12 months	54,285	7.7%	89
Participated in hiking in last 12 months	102,096	14.5%	119
Participated in horseback riding in last 12 months	12,760	1.8%	80
Participated in hunting with rifle in last 12 months	17,422	2.5%	58
Participated in hunting with shotgun in last 12 months	18,045	2.6%	76
Participated in ice skating in last 12 months	27,371	3.9%	130
Participated in jogging/running in last 12 months	128,397	18.2%	141
Participated in motorcycling in last 12 months	17,009	2.4%	75
Participated in Pilates in last 12 months	27,603	3.9%	140
Participated in ping pong in last 12 mos	34,928	5.0%	131
Participated in rock climbing in last 12 mos	17,588	2.5%	146
Participated in skiing (downhill) in last 12 months	30,532	4.3%	145
Participated in soccer in last 12 months	42,163	6.0%	145
Participated in softball in last 12 months	20,273	2.9%	104
Participated in swimming in last 12 months	109,961	15.6%	96
Participated in target shooting in last 12 months	25,871	3.7%	84
Participated in tennis in last 12 months	38,567	5.5%	157
Participated in volleyball in last 12 months	34,407	4.9%	148
Participated in walking for exercise in last 12 months	166,704	23.6%	97
Participated in weight lifting in last 12 months	89,429	12.7%	121
Participated in yoga in last 12 months	89,703	12.7%	156
Participated in Zumba in last 12 mos	32,498	4.6%	124
Spent on sports/rec equip in last 12 months: \$1-99	43,642	6.2%	92
Spent on sports/rec equip in last 12 months: \$100-\$249	47,893	6.8%	108
Spent on sports/rec equip in last 12 months: \$250+	48,062	6.8%	86
Attend sports events	132,312	18.8%	111
Attend sports events: baseball game - MLB reg seas	48,240	6.8%	120
Attend sports events: basketball game-NBA reg seas	19,976	2.8%	172
Attend sports events: football game (college)	20,937	3.0%	85
Attend sports events: football game - NFL weekend	18,103	2.6%	123
Attend sports events: high school sports	12,347	1.8%	54

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Sports and Leisure Market Potential

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Sample Report
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	72,766	10.3%	89
Watch sports on TV	385,296	54.6%	93
Watch on TV: alpine skiing/ski jumping	19,391	2.7%	93
Watch on TV: auto racing (NASCAR)	42,917	6.1%	58
Watch on TV: auto racing (not NASCAR)	22,963	3.3%	76
Watch on TV: baseball (MLB regular season)	129,965	18.4%	94
Watch on TV: baseball (MLB playoffs/World Series)	115,414	16.4%	96
Watch on TV: basketball (college)	76,816	10.9%	84
Watch on TV: basketball (NCAA tournament)	86,825	12.3%	95
Watch on TV: basketball (NBA regular season)	128,976	18.3%	119
Watch on TV: basketball (NBA playoffs/finals)	134,240	19.0%	113
Watch on TV: basketball (WNBA)	20,505	2.9%	100
Watch on TV: bicycle racing	18,589	2.6%	117
Watch on TV: bowling	16,878	2.4%	114
Watch on TV: boxing	50,603	7.2%	107
Watch on TV: bull riding (pro)	14,775	2.1%	71
Watch on TV: Equestrian events	18,608	2.6%	117
Watch on TV: extreme sports (summer)	21,369	3.0%	84
Watch on TV: extreme sports (winter)	26,757	3.8%	95
Watch on TV: figure skating	30,886	4.4%	79
Watch on TV: fishing	19,180	2.7%	59
Watch on TV: football (college)	129,679	18.4%	78
Watch on TV: football (NFL Mon/Thurs night games)	193,428	27.4%	85
Watch on TV: football (NFL weekend games)	188,432	26.7%	82
Watch on TV: football (NFL playoffs/Super Bowl)	203,287	28.8%	86
Watch on TV: golf (PGA)	69,868	9.9%	85
Watch on TV: golf (LPGA)	24,938	3.5%	92
Watch on TV: gymnastics	35,465	5.0%	88
Watch on TV: high school sports	23,144	3.3%	67
Watch on TV: horse racing (at track or OTB)	19,552	2.8%	94
Watch on TV: ice hockey (NHL regular season)	67,622	9.6%	109
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	62,790	8.9%	104
Watch on TV: mixed martial arts (MMA)	29,128	4.1%	104
Watch on TV: motorcycle racing	20,454	2.9%	98
Watch on TV: Olympics (summer)	102,648	14.6%	92
Watch on TV: Olympics (winter)	67,821	9.6%	86
Watch on TV: rodeo	15,940	2.3%	73
Watch on TV: soccer (MLS)	47,532	6.7%	134
Watch on TV: soccer (World Cup)	73,975	10.5%	129
Watch on TV: tennis (men`s)	56,852	8.1%	134
Watch on TV: tennis (women`s)	53,678	7.6%	124
Watch on TV: track & field	29,163	4.1%	104
Watch on TV: volleyball (pro beach)	19,790	2.8%	103
Watch on TV: wrestling (WWE)	38,118	5.4%	106
Interest in sports: college basketball Super Fan	26,069	3.7%	99
Interest in sports: college football Super Fan	61,852	8.8%	110
Interest in sports: golf Super Fan	17,675	2.5%	126
Interest in sports: high school sports Super Fan	28,390	4.0%	135
Interest in sports: MLB Super Fan	42,008	6.0%	116
Interest in sports: NASCAR Super Fan	24,698	3.5%	116
Interest in sports: NBA Super Fan	49,270	7.0%	126
Interest in sports: NFL Super Fan	80,232	11.4%	91
Interest in sports: NHL Super Fan	34,157	4.8%	141
Interest in sports: soccer Super Fan	27,762	3.9%	134

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Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.87998
 Longitude: -87.63702

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	60,628	8.6%	72
Member of charitable organization	32,475	4.6%	104
Member of church board	14,685	2.1%	72
Member of fraternal order	12,558	1.8%	73
Member of religious club	19,492	2.8%	76
Member of union	25,515	3.6%	95
Member of veterans club	7,602	1.1%	43
Attended adult education course in last 12 months	74,051	10.5%	134
Went to art gallery in last 12 months	87,405	12.4%	157
Attended auto show in last 12 months	38,805	5.5%	93
Did baking in last 12 months	151,673	21.5%	92
Went to bar/night club in last 12 months	165,837	23.5%	135
Went to beach in last 12 months	246,569	35.0%	124
Played billiards/pool in last 12 months	64,589	9.2%	138
Played bingo in last 12 months	28,880	4.1%	101
Did birdwatching in last 12 months	24,943	3.5%	79
Played board game in last 12 months	105,560	15.0%	102
Read book in last 12 months	260,026	36.9%	109
Participated in book club in last 12 months	28,378	4.0%	137
Went on overnight camping trip in last 12 months	75,027	10.6%	87
Played cards in last 12 months	103,695	14.7%	91
Played chess in last 12 months	34,063	4.8%	137
Played computer game (offline w/software)/12 months	42,441	6.0%	91
Played computer game (online w/o software)/12 months	77,849	11.0%	91
Cooked for fun in last 12 months	170,920	24.2%	111
Did crossword puzzle in last 12 months	64,625	9.2%	93
Danced/went dancing in last 12 months	76,400	10.8%	142
Attended dance performance in last 12 months	45,490	6.4%	152
Dined out in last 12 months	353,491	50.1%	98
Participated in fantasy sports league last 12 months	40,001	5.7%	117
Participated in tailgating in last 12 months	32,245	4.6%	98
Did furniture refinishing in last 12 months	23,304	3.3%	89
Gambled at casino in last 12 months	97,582	13.8%	107
Gambled in Las Vegas in last 12 months	37,216	5.3%	157
Participate in indoor gardening/plant care	47,284	6.7%	73
Attended horse races in last 12 months	23,136	3.3%	142
Participated in karaoke in last 12 months	41,231	5.8%	148
Bought lottery ticket in last 12 months	233,467	33.1%	92
Played lottery 6+ times in last 30 days	71,143	10.1%	95
Bought lottery ticket in last 12 months: Daily Drawing	21,911	3.1%	93
Bought lottery ticket in last 12 months: Instant Game	114,651	16.3%	92
Bought lottery ticket in last 12 months: Mega Millions	114,815	16.3%	104
Bought lottery ticket in last 12 months: Powerball	137,867	19.5%	89
Attended a movie in last 6 months	457,961	64.9%	109
Attended movie in last 90 days: once/week or more	20,642	2.9%	124
Attended movie in last 90 days: 2-3 times a month	62,151	8.8%	142
Attended movie in last 90 days: once a month	87,940	12.5%	125
Attended movie in last 90 days: < once a month	246,450	34.9%	97
Movie genre seen at theater/6 months: action	230,397	32.7%	119

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	245,636	34.8%	112
Movie genre seen at theater/6 months: comedy	202,833	28.8%	118
Movie genre seen at theater/6 months: crime	113,340	16.1%	147
Movie genre seen at theater/6 months: drama	207,272	29.4%	125
Movie genre seen at theater/6 months: family	79,445	11.3%	110
Movie genre seen at theater/6 months: fantasy	112,750	16.0%	115
Movie genre seen at theater/6 months: horror	53,445	7.6%	142
Movie genre seen at theater/6 months: romance	75,237	10.7%	136
Movie genre seen at theater/6 months: science fiction	163,363	23.2%	118
Movie genre seen at theater/6 months: thriller	149,476	21.2%	123
Went to museum in last 12 months	140,989	20.0%	155
Attended classical music/opera performance/12 months	47,403	6.7%	179
Attended country music performance in last 12 months	47,220	6.7%	102
Attended rock music performance in last 12 months	79,836	11.3%	120
Played musical instrument in last 12 months	63,686	9.0%	120
Did painting/drawing in last 12 months	65,563	9.3%	122
Did photo album/scrapbooking in last 12 months	35,778	5.1%	114
Did photography in last 12 months	81,366	11.5%	111
Did Sudoku puzzle in last 12 months	62,090	8.8%	112
Went to live theater in last 12 months	108,032	15.3%	132
Visited a theme park in last 12 months	161,223	22.9%	121
Visited a theme park 5+ times in last 12 months	25,415	3.6%	90
Participated in trivia games in last 12 months	48,398	6.9%	103
Played video/electronic game (console) last 12 months	72,845	10.3%	113
Played video/electronic game (portable) last 12 months	39,402	5.6%	108
Visited an indoor water park in last 12 months	27,084	3.8%	118
Did woodworking in last 12 months	21,700	3.1%	68
Participated in word games in last 12 months	71,441	10.1%	98
Went to zoo in last 12 months	96,524	13.7%	108
Purchased DVDs in last 30 days: 1	14,045	2.0%	77
Purchased DVDs in last 30 days: 2	15,701	2.2%	110
Purchased DVDs in last 30 days: 3+	24,262	3.4%	90
Purchased DVD/Blu-ray disc online in last 12 months	41,734	5.9%	89
Rented DVDs in last 30 days: 1	20,448	2.9%	81
Rented DVDs in last 30 days: 2	23,561	3.3%	90
Rented DVDs in last 30 days: 3+	51,778	7.3%	81
Rented movie/oth video/30 days: action/adventure	155,983	22.1%	103
Rented movie/oth video/30 days: classics	56,422	8.0%	125
Rented movie/oth video/30 days: comedy	152,670	21.6%	104
Rented movie/oth video/30 days: drama	119,696	17.0%	116
Rented movie/oth video/30 days: family/children	51,507	7.3%	72
Rented movie/oth video/30 days: foreign	28,873	4.1%	162
Rented movie/oth video/30 days: horror	50,485	7.2%	100
Rented movie/oth video/30 days: musical	23,671	3.4%	122
Rented movie/oth video/30 days: news/documentary	42,296	6.0%	144
Rented movie/oth video/30 days: romance	54,733	7.8%	99
Rented movie/oth video/30 days: science fiction	56,068	7.9%	108
Rented movie/oth video/30 days: TV show	75,019	10.6%	135
Rented movie/oth video/30 days: western	18,257	2.6%	96

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	63,378	9.0%	120
Rented DVD/Blu-ray/30 days: from netflix.com	107,610	15.3%	114
Rented/purch DVD/Blu-ray/30 days: from Redbox	100,015	14.2%	83
HH owns ATV/UTV	8,214	2.1%	36
Bought any children`s toy/game in last 12 months	202,361	28.7%	88
Spent on toys/games for child last 12 months: <\$50	36,934	5.2%	87
Spent on toys/games for child last 12 months: \$50-99	16,540	2.3%	92
Spent on toys/games for child last 12 months: \$100-199	32,571	4.6%	74
Spent on toys/games for child last 12 months: \$200-499	56,472	8.0%	90
Spent on toys/games for child last 12 months: \$500+	27,072	3.8%	82
Bought any toys/games online in last 12 months	72,798	10.3%	110
Bought infant toy in last 12 months	42,812	6.1%	91
Bought pre-school toy in last 12 months	45,819	6.5%	95
Bought for child last 12 months: boy action figure	51,718	7.3%	92
Bought for child last 12 months: girl action figure	23,532	3.3%	98
Bought for child last 12 months: action game	17,051	2.4%	96
Bought for child last 12 months: bicycle	41,117	5.8%	98
Bought for child last 12 months: board game	64,927	9.2%	83
Bought for child last 12 months: builder set	29,461	4.2%	81
Bought for child last 12 months: car	50,776	7.2%	89
Bought for child last 12 months: construction toy	33,321	4.7%	82
Bought for child last 12 months: fashion doll	28,957	4.1%	95
Bought for child last 12 months: large/baby doll	44,945	6.4%	91
Bought for child last 12 months: doll accessories	27,398	3.9%	101
Bought for child last 12 months: doll clothing	27,702	3.9%	96
Bought for child last 12 months: educational toy	72,207	10.2%	87
Bought for child last 12 months: electronic doll/animal	18,734	2.7%	96
Bought for child last 12 months: electronic game	30,367	4.3%	78
Bought for child last 12 months: mechanical toy	23,778	3.4%	85
Bought for child last 12 months: model kit/set	15,979	2.3%	77
Bought for child last 12 months: plush doll/animal	46,696	6.6%	81
Bought for child last 12 months: sound game	14,502	2.1%	108
Bought for child last 12 months: water toy	56,256	8.0%	87
Bought for child last 12 months: word game	18,041	2.6%	102

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Sports and Leisure Market Potential

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Sample Report
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	121,565	17.2%	129
Bought hardcover book in last 12 months	155,529	22.1%	111
Bought paperback book in last 12 months	225,049	31.9%	110
Bought 1-3 books in last 12 months	143,618	20.4%	103
Bought 4-6 books in last 12 months	76,100	10.8%	116
Bought 7+ books in last 12 months	123,902	17.6%	109
Bought book (fiction) in last 12 months	185,054	26.2%	107
Bought book (non-fiction) in last 12 months	188,776	26.8%	119
Bought biography in last 12 months	64,587	9.2%	134
Bought children`s book in last 12 months	62,924	8.9%	98
Bought cookbook in last 12 months	60,680	8.6%	119
Bought history book in last 12 months	72,636	10.3%	122
Bought mystery book in last 12 months	81,164	11.5%	113
Bought novel in last 12 months	116,738	16.6%	121
Bought religious book (not bible) in last 12 mo	36,933	5.2%	80
Bought romance book in last 12 months	40,031	5.7%	96
Bought science fiction book in last 12 months	47,929	6.8%	120
Bought personal/business self-help book last 12 months	63,091	8.9%	141
Bought travel book in last 12 months	23,214	3.3%	158
Bought book online in last 12 months	183,086	26.0%	128
Bought book last 12 months: amazon.com	176,065	25.0%	128
Bought book last 12 months: barnes&noble.com	18,381	2.6%	118
Bought book last 12 months: Barnes & Noble book store	114,435	16.2%	125
Bought book last 12 months: other book store (not B&N)	81,246	11.5%	114
Bought book last 12 months: mail order	11,208	1.6%	81
Listened to/purchased audiobook in last 6 months	45,053	6.4%	118

Sample Report

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