



# 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		2021	2026
Population		71,839	79,539
Population 18+		66,685	73,648
Households		41,940	46,878
Median Household Income		\$122,586	\$135,928

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	8,250	12.4%	170
Participated in archery in last 12 months	2,346	3.5%	134
Participated in backpacking in last 12 months	4,455	6.7%	190
Participated in baseball in last 12 months	3,637	5.5%	143
Participated in basketball in last 12 months	6,256	9.4%	122
Participated in bicycling (mountain) in last 12 months	3,995	6.0%	159
Participated in bicycling (road) in last 12 months	8,913	13.4%	141
Participated in boating (power) in last 12 months	5,460	8.2%	175
Participated in bowling in last 12 months	7,111	10.7%	113
Participated in canoeing/kayaking in last 12 months	7,958	11.9%	178
Participated in fishing (fresh water) in last 12 months	5,159	7.7%	75
Participated in fishing (salt water) in last 12 months	2,563	3.8%	98
Participated in football in last 12 months	4,360	6.5%	161
Participated in Frisbee in last 12 months	4,174	6.3%	167
Participated in golf in last 12 months	5,457	8.2%	98
Participated in hiking in last 12 months	13,125	19.7%	154
Participated in horseback riding in last 12 months	1,857	2.8%	121
Participated in hunting with rifle in last 12 months	2,277	3.4%	92
Participated in hunting with shotgun in last 12 months	2,309	3.5%	111
Participated in ice skating in last 12 months	3,660	5.5%	209
Participated in jogging/running in last 12 months	11,298	16.9%	155
Participated in motorcycling in last 12 months	2,150	3.2%	117
Participated in Pilates in last 12 months	3,518	5.3%	175
Participated in ping pong in last 12 months	3,719	5.6%	158
Participated in skiing (downhill) in last 12 months	4,469	6.7%	249
Participated in soccer in last 12 months	4,338	6.5%	152
Participated in softball in last 12 months	2,448	3.7%	148
Participated in swimming in last 12 months	14,168	21.2%	134
Participated in target shooting in last 12 months	3,848	5.8%	117
Participated in tennis in last 12 months	4,170	6.3%	167
Participated in volleyball in last 12 months	2,673	4.0%	127
Participated in walking for exercise in last 12 months	16,983	25.5%	100
Participated in weight lifting in last 12 months	12,789	19.2%	179
Participated in yoga in last 12 months	8,874	13.3%	148
Participated in Zumba in last 12 months	2,880	4.3%	126
Spent on sports/rec equip in last 12 months: \$1-99	2,808	4.2%	71
Spent on sports/rec equip in last 12 months: \$100-\$249	4,151	6.2%	119
Spent on sports/rec equip in last 12 months: \$250+	6,672	10.0%	145
Attend sports events	12,184	18.3%	120
Attend sports events: baseball game - MLB reg seas	3,863	5.8%	127
Attend sports events: football game (college)	1,891	2.8%	89
Attend sports events: high school sports	1,016	1.5%	62
Listen to sports on radio	6,265	9.4%	95
Watch sports on TV	34,589	51.9%	92

**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 2021 and 2026.



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Watch on TV: alpine skiing/ski jumping	3,435	5.2%	146
Watch on TV: auto racing (NASCAR)	2,794	4.2%	55
Watch on TV: auto racing (not NASCAR)	2,224	3.3%	84
Watch on TV: baseball (MLB regular season)	12,192	18.3%	101
Watch on TV: baseball (MLB playoffs/World Series)	12,093	18.1%	110
Watch on TV: basketball (college)	8,197	12.3%	89
Watch on TV: basketball (NCAA tournament)	6,233	9.3%	85
Watch on TV: basketball (NBA regular season)	9,545	14.3%	102
Watch on TV: basketball (NBA playoffs/finals)	9,770	14.7%	103
Watch on TV: basketball (WNBA)	1,490	2.2%	77
Watch on TV: bicycle racing	1,994	3.0%	164
Watch on TV: bowling	2,099	3.1%	144
Watch on TV: boxing	2,759	4.1%	73
Watch on TV: bull riding (pro)	836	1.3%	52
Watch on TV: Equestrian events	753	1.1%	56
Watch on TV: extreme sports (summer)	2,408	3.6%	149
Watch on TV: extreme sports (winter)	2,640	4.0%	133
Watch on TV: figure skating	3,709	5.6%	99
Watch on TV: fishing	2,179	3.3%	92
Watch on TV: football (college)	12,612	18.9%	79
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	18,274	27.4%	94
Watch on TV: football (NFL weekend games)	17,931	26.9%	99
Watch on TV: football (NFL playoffs/Super Bowl)	19,909	29.9%	99
Watch on TV: golf (PGA)	6,339	9.5%	81
Watch on TV: golf (LPGA)	1,307	2.0%	62
Watch on TV: gymnastics	2,630	3.9%	84
Watch on TV: high school sports	1,799	2.7%	66
Watch on TV: horse racing (at track or OTB)	1,573	2.4%	87
Watch on TV: ice hockey (NHL regular season)	6,491	9.7%	126
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	6,474	9.7%	131
Watch on TV: mixed martial arts (MMA)	1,108	1.7%	70
Watch on TV: motorcycle racing	1,160	1.7%	99
Watch on TV: Olympics (summer)	5,601	8.4%	80
Watch on TV: Olympics (winter)	8,008	12.0%	98
Watch on TV: international soccer	4,457	6.7%	136
Watch on TV: soccer (MLS)	3,982	6.0%	130
Watch on TV: U.S. men`s national team	2,552	3.8%	107
Watch on TV: U.S. women`s national team	3,030	4.5%	108
Watch on TV: soccer (World Cup)	5,748	8.6%	101
Watch on TV: tennis (men`s)	5,511	8.3%	131
Watch on TV: tennis (women`s)	4,782	7.2%	115
Watch on TV: track & field	1,763	2.6%	83
Watch on TV: volleyball (pro beach)	943	1.4%	65
Watch on TV: ultimate fighting championship (UFC)	2,402	3.6%	92
Watch on TV: other mixed martial arts (MMA)	1,108	1.7%	70
Watch on TV: wrestling (WWE)	1,747	2.6%	66
Interest in sports: college basketball Super Fan	1,703	2.6%	75
Interest in sports: college football Super Fan	3,103	4.7%	69
Interest in sports: golf Super Fan	783	1.2%	59
Interest in sports: high school sports Super Fan	1,825	2.7%	107
Interest in sports: MLB Super Fan	3,279	4.9%	107
Interest in sports: NASCAR Super Fan	1,109	1.7%	73
Interest in sports: NBA Super Fan	3,452	5.2%	99
Interest in sports: NFL Super Fan	5,748	8.6%	80
Interest in sports: NHL Super Fan	4,240	6.4%	189
Interest in sports: soccer Super Fan	3,100	4.6%	132

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	6,315	9.5%	74
Member of charitable organization	3,484	5.2%	117
Member of church board	2,181	3.3%	116
Member of fraternal order	3,107	4.7%	219
Member of religious club	1,316	2.0%	57
Member of union	2,761	4.1%	123
Member of veterans club	802	1.2%	50
Participate in indoor gardening or plant care	7,811	11.7%	119
Attended adult education course in last 12 months	7,296	10.9%	132
Visited an aquarium in last 12 months	5,153	7.7%	128
Went to art gallery in last 12 months	8,638	13.0%	175
Attended auto show in last 12 months	4,626	6.9%	121
Did baking in last 12 months	19,452	29.2%	126
Barbecued in last 12 months	19,002	28.5%	105
Went to bar/night club in last 12 months	21,096	31.6%	178
Went to beach in last 12 months	26,873	40.3%	134
Played billiards/pool in last 12 months	5,173	7.8%	129
Played bingo in last 12 months	2,850	4.3%	92
Did birdwatching in last 12 months	3,345	5.0%	109
Played board game in last 12 months	15,933	23.9%	137
Read book in last 12 months	26,996	40.5%	125
Participated in book club in last 12 months	1,765	2.6%	87
Went on overnight camping trip in last 12 months	7,067	10.6%	87
Played cards in last 12 months	12,647	19.0%	108
Played chess in last 12 months	3,266	4.9%	140
Played computer game (offline w/software)/12 months	6,664	10.0%	148
Played computer game (online w/o software)/12 months	9,159	13.7%	109
Cooked for fun in last 12 months	17,883	26.8%	134
Did crossword puzzle in last 12 months	8,037	12.1%	116
Danced/went dancing in last 12 months	10,698	16.0%	192
Attended dance performance in last 12 months	3,434	5.1%	136
Dined out in last 12 months	40,413	60.6%	119
Flew a drone in last 12 months	3,332	5.0%	192
Attended state/county fair in last 12 months	9,600	14.4%	105
Participated in fantasy sports league last 12 months	3,971	6.0%	134
Did furniture refinishing in last 12 months	3,784	5.7%	140
Gambled at casino in last 12 months	9,903	14.9%	112
Gambled in Las Vegas in last 12 months	2,642	4.0%	94
Participate in indoor gardening/plant care	7,811	11.7%	119
Participated in genealogy in last 12 months	2,788	4.2%	90
Attended horse races in last 12 months	1,821	2.7%	112
Participated in karaoke in last 12 months	5,340	8.0%	212
Bought lottery ticket in last 12 months	21,867	32.8%	94
Played lottery 6+ times in last 30 days	4,930	7.4%	68
Bought lottery ticket in last 12 months: Daily Drawing	1,881	2.8%	80
Bought lottery ticket in last 12 months: Instant Game	11,160	16.7%	90
Bought lottery ticket in last 12 months: Mega Millions	12,827	19.2%	98
Bought lottery ticket in last 12 months: Powerball	12,623	18.9%	91
Attended a movie in last 6 months	44,255	66.4%	112
Attended movie in last 90 days: once/week or more	2,636	4.0%	164
Attended movie in last 90 days: 2-3 times a month	4,324	6.5%	127
Attended movie in last 90 days: once a month	8,043	12.1%	127
Attended movie in last 90 days: < once a month	26,125	39.2%	107
Movie genre seen at theater/6 months: action	20,428	30.6%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	23,856	35.8%	117
Movie genre seen at theater/6 months: animation genre	11,050	16.6%	109
Movie genre seen at theater/6 months: biography genre	7,768	11.6%	108
Movie genre seen at theater/6 months: comedy	19,029	28.5%	113
Movie genre seen at theater/6 months: crime	10,130	15.2%	134
Movie genre seen at theater/6 months: drama	18,582	27.9%	119
Movie genre seen at theater/6 months: family	7,370	11.1%	116
Movie genre seen at theater/6 months: fantasy	15,060	22.6%	136
Movie genre seen at theater/6 months: horror	6,713	10.1%	120
Movie genre seen at theater/6 months: romance	7,356	11.0%	121
Movie genre seen at theater/6 months: science fiction	12,981	19.5%	110
Movie genre seen at theater/6 months: thriller	8,288	12.4%	92
Went to museum in last 12 months	19,161	28.7%	192
Attended classical music/opera performance/12 months	5,583	8.4%	218
Attended country music performance in last 12 months	4,211	6.3%	97
Attended rock music performance in last 12 months	11,386	17.1%	168
Played musical instrument in last 12 months	4,005	6.0%	84
Did painting/drawing in last 12 months	7,265	10.9%	128
Did photo album/scrapbooking in last 12 months	2,437	3.7%	91
Did photography in last 12 months	9,014	13.5%	149
Did Sudoku puzzle in last 12 months	6,834	10.2%	119
Participated in tailgating in last 12 months	3,709	5.6%	141
Went to live theater in last 12 months	13,025	19.5%	158
Visited a theme park in last 12 months	14,601	21.9%	118
Visited a theme park 5+ times in last 12 months	2,851	4.3%	102
Participated in trivia games in last 12 months	5,073	7.6%	115
Played video/electronic game (console) last 12 months	8,546	12.8%	135
Played video/electronic game (portable) last 12 months	3,453	5.2%	107
Visited an indoor water park in last 12 months	3,645	5.5%	169
Did woodworking in last 12 months	3,407	5.1%	104
Participated in word games in last 12 months	6,861	10.3%	92
Went to zoo in last 12 months	9,915	14.9%	122
Purchased DVD/Blu-ray disc online in last 12 months	6,402	9.6%	155
Bought 1-2 DVDs/30 Days	820	1.2%	38
Bought 3+ DVDs/30 Days	754	1.1%	43
Rented DVDs (movie or other video) in last 30 days: 1	1,969	3.0%	113
Rented DVDs (movie or other video) in last 30 days: 2	1,117	1.7%	64
Rented DVDs (movie or other video) in last 30 days: 3+	2,589	3.9%	72
Rented movie or other video/30 days: action/adventure	16,213	24.3%	125
Rented movie or other video/30 days: classics	4,567	6.8%	122
Rented movie or other video/30 days: comedy	13,461	20.2%	118
Rented movie or other video/30 days: drama	10,124	15.2%	122
Rented movie or other video/30 days: family/children	4,790	7.2%	85
Rented movie or other video/30 days: foreign	2,647	4.0%	191
Rented movie or other video/30 days: horror	5,128	7.7%	128
Rented movie or other video/30 days: musical	2,199	3.3%	118
Rented movie or other video/30 days: news/documentary	4,275	6.4%	164
Rented movie or other video/30 days: romance	3,794	5.7%	93
Rented movie or other video/30 days: science fiction	5,940	8.9%	129
Rented movie or other video/30 days: TV show	6,980	10.5%	150
Rented movie or other video/30 days: western	2,141	3.2%	127

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Rented/purchased DVD/Blu-ray/30 days: from amazon.com	8,401	12.6%	122
Rented DVD/Blu-ray/30 days: from netflix.com	8,685	13.0%	110
Rented/purchased DVD/Blu-ray/30 days: from Redbox	6,286	9.4%	85
Bought any children`s toy/game in last 12 months	19,447	29.2%	90
Spent on toys/games for child last 12 months: \$1-49	2,997	4.5%	81
Spent on toys/games for child last 12 months: \$50-99	824	1.2%	49
Spent on toys/games for child last 12 months: \$100-199	3,371	5.1%	77
Spent on toys/games for child last 12 months: \$200-499	4,943	7.4%	83
Spent on toys/games for child last 12 months: \$500+	3,407	5.1%	106
Bought any toys/games online in last 12 months	10,658	16.0%	122
Bought infant toy in last 12 months	3,597	5.4%	87
Bought pre-school toy in last 12 months	2,671	4.0%	60
Bought for child last 12 months: boy action figure	6,117	9.2%	124
Bought for child last 12 months: girl action figure	3,263	4.9%	142
Bought for child last 12 months: action game	1,999	3.0%	110
Bought for child last 12 months: bicycle	3,108	4.7%	78
Bought for child last 12 months: board game	8,565	12.8%	101
Bought for child last 12 months: builder set	4,509	6.8%	129
Bought for child last 12 months: car	4,508	6.8%	93
Bought for child last 12 months: construction toy	3,706	5.6%	98
Bought for child last 12 months: fashion doll	2,270	3.4%	84
Bought for child last 12 months: large/baby doll	2,881	4.3%	65
Bought for child last 12 months: doll accessories	2,257	3.4%	86
Bought for child last 12 months: doll clothing	2,056	3.1%	79
Bought for child last 12 months: educational toy	5,815	8.7%	74
Bought for child last 12 months: electronic doll/animal	1,371	2.1%	76
Bought for child last 12 months: electronic game	2,327	3.5%	65
Bought for child last 12 months: mechanical toy	4,065	6.1%	143
Bought for child last 12 months: model kit/set	3,408	5.1%	158
Bought for child last 12 months: plush doll/animal	4,619	6.9%	80
Bought for child last 12 months: water toy	4,908	7.4%	85
Bought for child last 12 months: word game	1,498	2.2%	94

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	11,752	17.6%	124
Bought hardcover book in last 12 months	19,317	29.0%	140
Bought paperback book in last 12 months	24,286	36.4%	129
Bought 1-3 books in last 12 months	15,879	23.8%	125
Bought 4-6 books in last 12 months	7,240	10.9%	111
Bought 7+ books in last 12 months	13,064	19.6%	120
Bought book (fiction) in last 12 months	21,920	32.9%	133
Bought book (non-fiction) in last 12 months	18,811	28.2%	123
Bought biography in last 12 months	5,612	8.4%	118
Bought children`s book in last 12 months	5,328	8.0%	86
Bought cookbook in last 12 months	3,622	5.4%	84
Bought history book in last 12 months	7,834	11.7%	141
Bought mystery book in last 12 months	6,479	9.7%	94
Bought novel in last 12 months	12,644	19.0%	145
Bought religious book (Not Bible) in last 12 months	2,758	4.1%	70
Bought romance book in last 12 months	2,407	3.6%	71
Bought science fiction book in last 12 months	4,048	6.1%	108
Bought personal/business self-help book last 12 months	5,155	7.7%	112
Bought travel book in last 12 months	2,394	3.6%	167
Bought book online in last 12 months	22,398	33.6%	142
Listened to/purchased audiobook in last 6 months	5,473	8.2%	115

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# Sports and Leisure Market Potential

Proposed Location  
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 Ring: 3 mile radius

Sample Report  
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Demographic Summary		2021	2026	
Population		378,278	395,216	
Population 18+		329,435	345,718	
Households		199,383	210,136	
Median Household Income		\$102,231	\$113,215	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		36,076	11.0%	150
Participated in archery in last 12 months		9,037	2.7%	105
Participated in backpacking in last 12 months		18,324	5.6%	158
Participated in baseball in last 12 months		16,039	4.9%	128
Participated in basketball in last 12 months		30,123	9.1%	119
Participated in bicycling (mountain) in last 12 months		16,590	5.0%	134
Participated in bicycling (road) in last 12 months		39,553	12.0%	127
Participated in boating (power) in last 12 months		19,921	6.0%	130
Participated in bowling in last 12 months		33,718	10.2%	108
Participated in canoeing/kayaking in last 12 months		30,983	9.4%	141
Participated in fishing (fresh water) in last 12 months		23,139	7.0%	68
Participated in fishing (salt water) in last 12 months		12,346	3.7%	96
Participated in football in last 12 months		17,834	5.4%	134
Participated in Frisbee in last 12 months		18,817	5.7%	153
Participated in golf in last 12 months		24,694	7.5%	90
Participated in hiking in last 12 months		58,352	17.7%	139
Participated in horseback riding in last 12 months		8,401	2.6%	111
Participated in hunting with rifle in last 12 months		9,045	2.7%	74
Participated in hunting with shotgun in last 12 months		9,221	2.8%	90
Participated in ice skating in last 12 months		15,292	4.6%	177
Participated in jogging/running in last 12 months		53,365	16.2%	148
Participated in motorcycling in last 12 months		9,006	2.7%	99
Participated in Pilates in last 12 months		17,278	5.2%	174
Participated in ping pong in last 12 months		16,285	4.9%	140
Participated in skiing (downhill) in last 12 months		19,341	5.9%	218
Participated in soccer in last 12 months		19,222	5.8%	136
Participated in softball in last 12 months		10,304	3.1%	126
Participated in swimming in last 12 months		62,657	19.0%	120
Participated in target shooting in last 12 months		15,944	4.8%	98
Participated in tennis in last 12 months		19,914	6.0%	162
Participated in volleyball in last 12 months		12,483	3.8%	120
Participated in walking for exercise in last 12 months		84,901	25.8%	101
Participated in weight lifting in last 12 months		51,736	15.7%	147
Participated in yoga in last 12 months		45,031	13.7%	152
Participated in Zumba in last 12 months		15,902	4.8%	141
Spent on sports/rec equip in last 12 months: \$1-99		16,219	4.9%	83
Spent on sports/rec equip in last 12 months: \$100-\$249		19,346	5.9%	112
Spent on sports/rec equip in last 12 months: \$250+		25,329	7.7%	111
Attend sports events		55,239	16.8%	110
Attend sports events: baseball game - MLB reg seas		19,114	5.8%	127
Attend sports events: football game (college)		8,626	2.6%	82
Attend sports events: high school sports		5,187	1.6%	65
Listen to sports on radio		29,847	9.1%	92
Watch sports on TV		173,127	52.6%	94

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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
Watch on TV: alpine skiing/ski jumping	15,004	4.6%	129
Watch on TV: auto racing (NASCAR)	15,026	4.6%	60
Watch on TV: auto racing (not NASCAR)	10,768	3.3%	82
Watch on TV: baseball (MLB regular season)	59,407	18.0%	100
Watch on TV: baseball (MLB playoffs/World Series)	58,029	17.6%	107
Watch on TV: basketball (college)	39,527	12.0%	87
Watch on TV: basketball (NCAA tournament)	31,389	9.5%	87
Watch on TV: basketball (NBA regular season)	50,727	15.4%	110
Watch on TV: basketball (NBA playoffs/finals)	51,578	15.7%	110
Watch on TV: basketball (WNBA)	9,145	2.8%	96
Watch on TV: bicycle racing	8,439	2.6%	140
Watch on TV: bowling	8,373	2.5%	116
Watch on TV: boxing	17,991	5.5%	96
Watch on TV: bull riding (pro)	4,639	1.4%	59
Watch on TV: Equestrian events	4,380	1.3%	66
Watch on TV: extreme sports (summer)	10,113	3.1%	127
Watch on TV: extreme sports (winter)	11,841	3.6%	121
Watch on TV: figure skating	17,627	5.4%	95
Watch on TV: fishing	9,068	2.8%	77
Watch on TV: football (college)	60,049	18.2%	76
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	86,368	26.2%	90
Watch on TV: football (NFL weekend games)	83,207	25.3%	93
Watch on TV: football (NFL playoffs/Super Bowl)	93,376	28.3%	94
Watch on TV: golf (PGA)	31,302	9.5%	81
Watch on TV: golf (LPGA)	7,343	2.2%	70
Watch on TV: gymnastics	14,879	4.5%	97
Watch on TV: high school sports	8,720	2.6%	65
Watch on TV: horse racing (at track or OTB)	8,037	2.4%	90
Watch on TV: ice hockey (NHL regular season)	28,533	8.7%	112
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	29,002	8.8%	119
Watch on TV: mixed martial arts (MMA)	6,306	1.9%	81
Watch on TV: motorcycle racing	5,189	1.6%	89
Watch on TV: Olympics (summer)	28,841	8.8%	83
Watch on TV: Olympics (winter)	35,924	10.9%	89
Watch on TV: international soccer	23,183	7.0%	143
Watch on TV: soccer (MLS)	18,320	5.6%	121
Watch on TV: U.S. men`s national team	12,934	3.9%	110
Watch on TV: U.S. women`s national team	16,000	4.9%	116
Watch on TV: soccer (World Cup)	30,959	9.4%	110
Watch on TV: tennis (men`s)	26,669	8.1%	129
Watch on TV: tennis (women`s)	24,296	7.4%	118
Watch on TV: track & field	9,722	3.0%	92
Watch on TV: volleyball (pro beach)	5,367	1.6%	75
Watch on TV: ultimate fighting championship (UFC)	12,522	3.8%	97
Watch on TV: other mixed martial arts (MMA)	6,306	1.9%	81
Watch on TV: wrestling (WWE)	10,233	3.1%	79
Interest in sports: college basketball Super Fan	12,167	3.7%	109
Interest in sports: college football Super Fan	17,064	5.2%	77
Interest in sports: golf Super Fan	5,014	1.5%	76
Interest in sports: high school sports Super Fan	11,980	3.6%	142
Interest in sports: MLB Super Fan	18,538	5.6%	123
Interest in sports: NASCAR Super Fan	8,720	2.6%	116
Interest in sports: NBA Super Fan	20,210	6.1%	117
Interest in sports: NFL Super Fan	31,392	9.5%	88
Interest in sports: NHL Super Fan	19,407	5.9%	175
Interest in sports: soccer Super Fan	17,587	5.3%	151

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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	31,625	9.6%	75
Member of charitable organization	15,213	4.6%	103
Member of church board	9,426	2.9%	102
Member of fraternal order	11,798	3.6%	168
Member of religious club	8,008	2.4%	71
Member of union	12,400	3.8%	112
Member of veterans club	4,001	1.2%	50
Participate in indoor gardening or plant care	35,117	10.7%	108
Attended adult education course in last 12 months	36,452	11.1%	134
Visited an aquarium in last 12 months	25,327	7.7%	127
Went to art gallery in last 12 months	41,359	12.6%	170
Attended auto show in last 12 months	20,144	6.1%	107
Did baking in last 12 months	86,433	26.2%	114
Barbecued in last 12 months	92,514	28.1%	103
Went to bar/night club in last 12 months	90,579	27.5%	155
Went to beach in last 12 months	125,731	38.2%	127
Played billiards/pool in last 12 months	23,829	7.2%	120
Played bingo in last 12 months	14,385	4.4%	94
Did birdwatching in last 12 months	14,581	4.4%	97
Played board game in last 12 months	69,336	21.0%	120
Read book in last 12 months	121,670	36.9%	114
Participated in book club in last 12 months	9,602	2.9%	95
Went on overnight camping trip in last 12 months	34,008	10.3%	85
Played cards in last 12 months	57,223	17.4%	98
Played chess in last 12 months	15,536	4.7%	135
Played computer game (offline w/software)/12 months	27,945	8.5%	126
Played computer game (online w/o software)/12 months	42,629	12.9%	103
Cooked for fun in last 12 months	83,923	25.5%	127
Did crossword puzzle in last 12 months	35,205	10.7%	103
Danced/went dancing in last 12 months	46,527	14.1%	169
Attended dance performance in last 12 months	16,933	5.1%	136
Dined out in last 12 months	184,889	56.1%	110
Flew a drone in last 12 months	12,934	3.9%	151
Attended state/county fair in last 12 months	41,566	12.6%	92
Participated in fantasy sports league last 12 months	18,016	5.5%	123
Did furniture refinishing in last 12 months	14,750	4.5%	110
Gambled at casino in last 12 months	47,119	14.3%	108
Gambled in Las Vegas in last 12 months	14,645	4.4%	106
Participate in indoor gardening/plant care	35,117	10.7%	108
Participated in genealogy in last 12 months	13,960	4.2%	91
Attended horse races in last 12 months	9,461	2.9%	118
Participated in karaoke in last 12 months	22,379	6.8%	180
Bought lottery ticket in last 12 months	112,625	34.2%	98
Played lottery 6+ times in last 30 days	31,104	9.4%	87
Bought lottery ticket in last 12 months: Daily Drawing	12,393	3.8%	106
Bought lottery ticket in last 12 months: Instant Game	56,621	17.2%	92
Bought lottery ticket in last 12 months: Mega Millions	68,031	20.7%	106
Bought lottery ticket in last 12 months: Powerball	65,932	20.0%	96
Attended a movie in last 6 months	215,578	65.4%	110
Attended movie in last 90 days: once/week or more	12,111	3.7%	153
Attended movie in last 90 days: 2-3 times a month	21,144	6.4%	126
Attended movie in last 90 days: once a month	39,612	12.0%	126
Attended movie in last 90 days: < once a month	123,338	37.4%	103
Movie genre seen at theater/6 months: action	103,083	31.3%	110

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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
Movie genre seen at theater/6 months: adventure	114,604	34.8%	114
Movie genre seen at theater/6 months: animation genre	55,106	16.7%	110
Movie genre seen at theater/6 months: biography genre	38,520	11.7%	108
Movie genre seen at theater/6 months: comedy	93,749	28.5%	113
Movie genre seen at theater/6 months: crime	46,510	14.1%	125
Movie genre seen at theater/6 months: drama	90,376	27.4%	118
Movie genre seen at theater/6 months: family	34,853	10.6%	111
Movie genre seen at theater/6 months: fantasy	68,000	20.6%	124
Movie genre seen at theater/6 months: horror	34,269	10.4%	124
Movie genre seen at theater/6 months: romance	36,889	11.2%	122
Movie genre seen at theater/6 months: science fiction	68,616	20.8%	118
Movie genre seen at theater/6 months: thriller	45,606	13.8%	103
Went to museum in last 12 months	83,913	25.5%	170
Attended classical music/opera performance/12 months	24,151	7.3%	191
Attended country music performance in last 12 months	20,115	6.1%	93
Attended rock music performance in last 12 months	47,113	14.3%	141
Played musical instrument in last 12 months	23,629	7.2%	101
Did painting/drawing in last 12 months	32,386	9.8%	116
Did photo album/scrapbooking in last 12 months	13,195	4.0%	100
Did photography in last 12 months	40,639	12.3%	136
Did Sudoku puzzle in last 12 months	29,644	9.0%	105
Participated in tailgating in last 12 months	15,946	4.8%	123
Went to live theater in last 12 months	59,373	18.0%	146
Visited a theme park in last 12 months	71,142	21.6%	117
Visited a theme park 5+ times in last 12 months	15,503	4.7%	112
Participated in trivia games in last 12 months	23,724	7.2%	109
Played video/electronic game (console) last 12 months	37,520	11.4%	120
Played video/electronic game (portable) last 12 months	17,276	5.2%	108
Visited an indoor water park in last 12 months	15,165	4.6%	143
Did woodworking in last 12 months	15,801	4.8%	98
Participated in word games in last 12 months	32,049	9.7%	87
Went to zoo in last 12 months	45,148	13.7%	113
Purchased DVD/Blu-ray disc online in last 12 months	24,913	7.6%	122
Bought 1-2 DVDs/30 Days	5,108	1.6%	47
Bought 3+ DVDs/30 Days	5,237	1.6%	60
Rented DVDs (movie or other video) in last 30 days: 1	8,106	2.5%	94
Rented DVDs (movie or other video) in last 30 days: 2	5,567	1.7%	65
Rented DVDs (movie or other video) in last 30 days: 3+	13,783	4.2%	77
Rented movie or other video/30 days: action/adventure	71,477	21.7%	112
Rented movie or other video/30 days: classics	23,381	7.1%	127
Rented movie or other video/30 days: comedy	61,510	18.7%	109
Rented movie or other video/30 days: drama	47,796	14.5%	117
Rented movie or other video/30 days: family/children	22,648	6.9%	81
Rented movie or other video/30 days: foreign	12,747	3.9%	186
Rented movie or other video/30 days: horror	22,219	6.7%	112
Rented movie or other video/30 days: musical	10,726	3.3%	117
Rented movie or other video/30 days: news/documentary	19,639	6.0%	152
Rented movie or other video/30 days: romance	19,325	5.9%	95
Rented movie or other video/30 days: science fiction	25,160	7.6%	111
Rented movie or other video/30 days: TV show	31,690	9.6%	138
Rented movie or other video/30 days: western	8,975	2.7%	108

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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
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	36,272	11.0%	107
Rented DVD/Blu-ray/30 days: from netflix.com	40,482	12.3%	104
Rented/purchased DVD/Blu-ray/30 days: from Redbox	28,153	8.5%	77
Bought any children`s toy/game in last 12 months	97,492	29.6%	91
Spent on toys/games for child last 12 months: \$1-49	16,919	5.1%	92
Spent on toys/games for child last 12 months: \$50-99	5,361	1.6%	65
Spent on toys/games for child last 12 months: \$100-199	18,998	5.8%	88
Spent on toys/games for child last 12 months: \$200-499	24,445	7.4%	83
Spent on toys/games for child last 12 months: \$500+	15,368	4.7%	96
Bought any toys/games online in last 12 months	46,993	14.3%	109
Bought infant toy in last 12 months	19,440	5.9%	95
Bought pre-school toy in last 12 months	17,828	5.4%	81
Bought for child last 12 months: boy action figure	24,543	7.5%	101
Bought for child last 12 months: girl action figure	13,480	4.1%	118
Bought for child last 12 months: action game	8,815	2.7%	98
Bought for child last 12 months: bicycle	16,932	5.1%	86
Bought for child last 12 months: board game	39,350	11.9%	94
Bought for child last 12 months: builder set	19,515	5.9%	113
Bought for child last 12 months: car	22,599	6.9%	95
Bought for child last 12 months: construction toy	16,988	5.2%	91
Bought for child last 12 months: fashion doll	11,213	3.4%	84
Bought for child last 12 months: large/baby doll	16,758	5.1%	77
Bought for child last 12 months: doll accessories	10,291	3.1%	79
Bought for child last 12 months: doll clothing	10,084	3.1%	78
Bought for child last 12 months: educational toy	30,610	9.3%	79
Bought for child last 12 months: electronic doll/animal	7,789	2.4%	87
Bought for child last 12 months: electronic game	13,686	4.2%	78
Bought for child last 12 months: mechanical toy	17,322	5.3%	123
Bought for child last 12 months: model kit/set	13,505	4.1%	126
Bought for child last 12 months: plush doll/animal	23,732	7.2%	84
Bought for child last 12 months: water toy	23,441	7.1%	83
Bought for child last 12 months: word game	7,632	2.3%	97

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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	56,587	17.2%	121
Bought hardcover book in last 12 months	84,868	25.8%	124
Bought paperback book in last 12 months	110,642	33.6%	119
Bought 1-3 books in last 12 months	72,959	22.1%	116
Bought 4-6 books in last 12 months	36,975	11.2%	115
Bought 7+ books in last 12 months	60,279	18.3%	112
Bought book (fiction) in last 12 months	96,788	29.4%	119
Bought book (non-fiction) in last 12 months	89,892	27.3%	119
Bought biography in last 12 months	29,298	8.9%	125
Bought children`s book in last 12 months	28,166	8.5%	92
Bought cookbook in last 12 months	21,032	6.4%	99
Bought history book in last 12 months	35,274	10.7%	129
Bought mystery book in last 12 months	31,148	9.5%	92
Bought novel in last 12 months	55,404	16.8%	129
Bought religious book (Not Bible) in last 12 months	15,732	4.8%	80
Bought romance book in last 12 months	12,991	3.9%	78
Bought science fiction book in last 12 months	19,189	5.8%	104
Bought personal/business self-help book last 12 months	28,052	8.5%	124
Bought travel book in last 12 months	12,199	3.7%	172
Bought book online in last 12 months	101,980	31.0%	131
Listened to/purchased audiobook in last 6 months	27,389	8.3%	116

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  
 Longitude: -87.63702

Demographic Summary		2021	2026
Population		850,188	866,190
Population 18+		704,004	722,864
Households		390,966	401,874
Median Household Income		\$83,661	\$96,082

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	73,050	10.4%	142
Participated in archery in last 12 months	17,798	2.5%	97
Participated in backpacking in last 12 months	34,084	4.8%	137
Participated in baseball in last 12 months	31,814	4.5%	118
Participated in basketball in last 12 months	62,245	8.8%	115
Participated in bicycling (mountain) in last 12 months	32,112	4.6%	121
Participated in bicycling (road) in last 12 months	74,410	10.6%	111
Participated in boating (power) in last 12 months	36,077	5.1%	110
Participated in bowling in last 12 months	64,512	9.2%	97
Participated in canoeing/kayaking in last 12 months	54,827	7.8%	116
Participated in fishing (fresh water) in last 12 months	46,874	6.7%	64
Participated in fishing (salt water) in last 12 months	25,702	3.7%	93
Participated in football in last 12 months	34,335	4.9%	120
Participated in Frisbee in last 12 months	36,044	5.1%	137
Participated in golf in last 12 months	46,870	6.7%	80
Participated in hiking in last 12 months	107,905	15.3%	120
Participated in horseback riding in last 12 months	18,077	2.6%	111
Participated in hunting with rifle in last 12 months	17,534	2.5%	67
Participated in hunting with shotgun in last 12 months	17,790	2.5%	81
Participated in ice skating in last 12 months	28,242	4.0%	153
Participated in jogging/running in last 12 months	99,502	14.1%	129
Participated in motorcycling in last 12 months	17,547	2.5%	90
Participated in Pilates in last 12 months	32,681	4.6%	154
Participated in ping pong in last 12 months	31,603	4.5%	127
Participated in skiing (downhill) in last 12 months	34,760	4.9%	183
Participated in soccer in last 12 months	41,960	6.0%	139
Participated in softball in last 12 months	21,761	3.1%	125
Participated in swimming in last 12 months	115,854	16.5%	104
Participated in target shooting in last 12 months	31,304	4.4%	90
Participated in tennis in last 12 months	39,559	5.6%	150
Participated in volleyball in last 12 months	26,520	3.8%	119
Participated in walking for exercise in last 12 months	163,785	23.3%	92
Participated in weight lifting in last 12 months	94,668	13.4%	126
Participated in yoga in last 12 months	86,453	12.3%	137
Participated in Zumba in last 12 months	33,988	4.8%	141
Spent on sports/rec equip in last 12 months: \$1-99	33,682	4.8%	81
Spent on sports/rec equip in last 12 months: \$100-\$249	38,045	5.4%	103
Spent on sports/rec equip in last 12 months: \$250+	45,246	6.4%	93
Attend sports events	102,608	14.6%	96
Attend sports events: baseball game - MLB reg seas	36,277	5.2%	113
Attend sports events: football game (college)	16,784	2.4%	75
Attend sports events: high school sports	10,736	1.5%	62
Listen to sports on radio	60,288	8.6%	87
Watch sports on TV	359,861	51.1%	91

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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
Watch on TV: alpine skiing/ski jumping	29,047	4.1%	117
Watch on TV: auto racing (NASCAR)	31,565	4.5%	59
Watch on TV: auto racing (not NASCAR)	22,998	3.3%	82
Watch on TV: baseball (MLB regular season)	116,549	16.6%	92
Watch on TV: baseball (MLB playoffs/World Series)	112,887	16.0%	97
Watch on TV: basketball (college)	78,302	11.1%	81
Watch on TV: basketball (NCAA tournament)	65,219	9.3%	85
Watch on TV: basketball (NBA regular season)	111,266	15.8%	112
Watch on TV: basketball (NBA playoffs/finals)	112,220	15.9%	112
Watch on TV: basketball (WNBA)	22,450	3.2%	110
Watch on TV: bicycle racing	16,676	2.4%	130
Watch on TV: bowling	17,162	2.4%	111
Watch on TV: boxing	43,491	6.2%	108
Watch on TV: bull riding (pro)	10,047	1.4%	59
Watch on TV: Equestrian events	10,519	1.5%	74
Watch on TV: extreme sports (summer)	19,879	2.8%	117
Watch on TV: extreme sports (winter)	23,241	3.3%	111
Watch on TV: figure skating	35,083	5.0%	89
Watch on TV: fishing	18,986	2.7%	76
Watch on TV: football (college)	121,349	17.2%	72
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	173,159	24.6%	85
Watch on TV: football (NFL weekend games)	163,456	23.2%	85
Watch on TV: football (NFL playoffs/Super Bowl)	185,907	26.4%	88
Watch on TV: golf (PGA)	58,668	8.3%	71
Watch on TV: golf (LPGA)	15,850	2.3%	71
Watch on TV: gymnastics	31,267	4.4%	95
Watch on TV: high school sports	19,099	2.7%	66
Watch on TV: horse racing (at track or OTB)	16,824	2.4%	88
Watch on TV: ice hockey (NHL regular season)	53,425	7.6%	98
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	53,393	7.6%	102
Watch on TV: mixed martial arts (MMA)	14,413	2.0%	86
Watch on TV: motorcycle racing	10,446	1.5%	84
Watch on TV: Olympics (summer)	56,415	8.0%	76
Watch on TV: Olympics (winter)	66,961	9.5%	78
Watch on TV: international soccer	49,591	7.0%	143
Watch on TV: soccer (MLS)	41,553	5.9%	129
Watch on TV: U.S. men`s national team	30,120	4.3%	120
Watch on TV: U.S. women`s national team	33,712	4.8%	114
Watch on TV: soccer (World Cup)	68,318	9.7%	114
Watch on TV: tennis (men`s)	50,466	7.2%	114
Watch on TV: tennis (women`s)	48,424	6.9%	110
Watch on TV: track & field	22,468	3.2%	100
Watch on TV: volleyball (pro beach)	11,704	1.7%	76
Watch on TV: ultimate fighting championship (UFC)	26,627	3.8%	96
Watch on TV: other mixed martial arts (MMA)	14,413	2.0%	86
Watch on TV: wrestling (WWE)	24,654	3.5%	89
Interest in sports: college basketball Super Fan	28,905	4.1%	121
Interest in sports: college football Super Fan	42,223	6.0%	89
Interest in sports: golf Super Fan	12,150	1.7%	86
Interest in sports: high school sports Super Fan	26,770	3.8%	148
Interest in sports: MLB Super Fan	38,563	5.5%	119
Interest in sports: NASCAR Super Fan	20,578	2.9%	128
Interest in sports: NBA Super Fan	51,389	7.3%	140
Interest in sports: NFL Super Fan	71,966	10.2%	95
Interest in sports: NHL Super Fan	40,965	5.8%	173
Interest in sports: soccer Super Fan	41,969	6.0%	169

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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	64,080	9.1%	71
Member of charitable organization	28,156	4.0%	90
Member of church board	19,854	2.8%	100
Member of fraternal order	20,823	3.0%	139
Member of religious club	16,850	2.4%	69
Member of union	24,164	3.4%	102
Member of veterans club	8,021	1.1%	47
Participate in indoor gardening or plant care	66,508	9.4%	96
Attended adult education course in last 12 months	73,333	10.4%	126
Visited an aquarium in last 12 months	51,229	7.3%	120
Went to art gallery in last 12 months	78,227	11.1%	150
Attended auto show in last 12 months	39,983	5.7%	99
Did baking in last 12 months	161,603	23.0%	99
Barbecued in last 12 months	183,593	26.1%	96
Went to bar/night club in last 12 months	166,590	23.7%	134
Went to beach in last 12 months	247,851	35.2%	117
Played billiards/pool in last 12 months	47,632	6.8%	112
Played bingo in last 12 months	33,975	4.8%	104
Did birdwatching in last 12 months	27,594	3.9%	85
Played board game in last 12 months	128,405	18.2%	104
Read book in last 12 months	229,421	32.6%	100
Participated in book club in last 12 months	19,257	2.7%	90
Went on overnight camping trip in last 12 months	67,849	9.6%	79
Played cards in last 12 months	108,278	15.4%	87
Played chess in last 12 months	30,441	4.3%	124
Played computer game (offline w/software)/12 months	53,888	7.7%	114
Played computer game (online w/o software)/12 months	83,291	11.8%	94
Cooked for fun in last 12 months	162,062	23.0%	115
Did crossword puzzle in last 12 months	68,206	9.7%	93
Danced/went dancing in last 12 months	90,725	12.9%	154
Attended dance performance in last 12 months	33,760	4.8%	127
Dined out in last 12 months	350,931	49.8%	98
Flew a drone in last 12 months	24,402	3.5%	134
Attended state/county fair in last 12 months	84,160	12.0%	88
Participated in fantasy sports league last 12 months	34,367	4.9%	110
Did furniture refinishing in last 12 months	27,342	3.9%	96
Gambled at casino in last 12 months	98,979	14.1%	106
Gambled in Las Vegas in last 12 months	32,297	4.6%	109
Participate in indoor gardening/plant care	66,508	9.4%	96
Participated in genealogy in last 12 months	28,221	4.0%	87
Attended horse races in last 12 months	19,498	2.8%	113
Participated in karaoke in last 12 months	45,247	6.4%	170
Bought lottery ticket in last 12 months	240,080	34.1%	97
Played lottery 6+ times in last 30 days	72,820	10.3%	95
Bought lottery ticket in last 12 months: Daily Drawing	30,444	4.3%	122
Bought lottery ticket in last 12 months: Instant Game	123,539	17.5%	94
Bought lottery ticket in last 12 months: Mega Millions	140,061	19.9%	102
Bought lottery ticket in last 12 months: Powerball	137,405	19.5%	93
Attended a movie in last 6 months	440,776	62.6%	105
Attended movie in last 90 days: once/week or more	25,814	3.7%	152
Attended movie in last 90 days: 2-3 times a month	46,916	6.7%	131
Attended movie in last 90 days: once a month	79,903	11.3%	119
Attended movie in last 90 days: < once a month	241,224	34.3%	94
Movie genre seen at theater/6 months: action	213,547	30.3%	107

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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
Movie genre seen at theater/6 months: adventure	235,653	33.5%	109
Movie genre seen at theater/6 months: animation genre	115,422	16.4%	108
Movie genre seen at theater/6 months: biography genre	75,750	10.8%	100
Movie genre seen at theater/6 months: comedy	194,129	27.6%	109
Movie genre seen at theater/6 months: crime	93,570	13.3%	117
Movie genre seen at theater/6 months: drama	181,415	25.8%	111
Movie genre seen at theater/6 months: family	69,194	9.8%	103
Movie genre seen at theater/6 months: fantasy	134,238	19.1%	115
Movie genre seen at theater/6 months: horror	77,620	11.0%	132
Movie genre seen at theater/6 months: romance	75,796	10.8%	118
Movie genre seen at theater/6 months: science fiction	142,567	20.3%	115
Movie genre seen at theater/6 months: thriller	100,649	14.3%	106
Went to museum in last 12 months	154,570	22.0%	146
Attended classical music/opera performance/12 months	44,134	6.3%	163
Attended country music performance in last 12 months	39,753	5.6%	86
Attended rock music performance in last 12 months	85,783	12.2%	120
Played musical instrument in last 12 months	48,158	6.8%	96
Did painting/drawing in last 12 months	63,822	9.1%	107
Did photo album/scrapbooking in last 12 months	26,850	3.8%	95
Did photography in last 12 months	75,132	10.7%	117
Did Sudoku puzzle in last 12 months	56,785	8.1%	94
Participated in tailgating in last 12 months	30,491	4.3%	110
Went to live theater in last 12 months	107,132	15.2%	123
Visited a theme park in last 12 months	151,458	21.5%	116
Visited a theme park 5+ times in last 12 months	31,649	4.5%	107
Participated in trivia games in last 12 months	46,252	6.6%	100
Played video/electronic game (console) last 12 months	74,431	10.6%	111
Played video/electronic game (portable) last 12 months	35,218	5.0%	103
Visited an indoor water park in last 12 months	30,641	4.4%	135
Did woodworking in last 12 months	30,667	4.4%	89
Participated in word games in last 12 months	66,273	9.4%	85
Went to zoo in last 12 months	86,445	12.3%	101
Purchased DVD/Blu-ray disc online in last 12 months	45,598	6.5%	104
Bought 1-2 DVDs/30 Days	11,448	1.6%	50
Bought 3+ DVDs/30 Days	13,139	1.9%	71
Rented DVDs (movie or other video) in last 30 days: 1	14,377	2.0%	78
Rented DVDs (movie or other video) in last 30 days: 2	12,014	1.7%	65
Rented DVDs (movie or other video) in last 30 days: 3+	32,200	4.6%	84
Rented movie or other video/30 days: action/adventure	144,861	20.6%	106
Rented movie or other video/30 days: classics	48,354	6.9%	123
Rented movie or other video/30 days: comedy	123,840	17.6%	103
Rented movie or other video/30 days: drama	96,817	13.8%	111
Rented movie or other video/30 days: family/children	48,506	6.9%	81
Rented movie or other video/30 days: foreign	27,561	3.9%	188
Rented movie or other video/30 days: horror	50,455	7.2%	119
Rented movie or other video/30 days: musical	24,368	3.5%	124
Rented movie or other video/30 days: news/documentary	37,595	5.3%	137
Rented movie or other video/30 days: romance	43,393	6.2%	100
Rented movie or other video/30 days: science fiction	51,462	7.3%	106
Rented movie or other video/30 days: TV show	62,629	8.9%	127
Rented movie or other video/30 days: western	18,029	2.6%	101

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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
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	70,724	10.0%	98
Rented DVD/Blu-ray/30 days: from netflix.com	83,590	11.9%	100
Rented/purchased DVD/Blu-ray/30 days: from Redbox	57,691	8.2%	74
Bought any children`s toy/game in last 12 months	205,437	29.2%	90
Spent on toys/games for child last 12 months: \$1-49	37,142	5.3%	95
Spent on toys/games for child last 12 months: \$50-99	13,041	1.9%	74
Spent on toys/games for child last 12 months: \$100-199	38,482	5.5%	83
Spent on toys/games for child last 12 months: \$200-499	52,287	7.4%	83
Spent on toys/games for child last 12 months: \$500+	29,684	4.2%	87
Bought any toys/games online in last 12 months	90,448	12.8%	98
Bought infant toy in last 12 months	39,523	5.6%	91
Bought pre-school toy in last 12 months	38,296	5.4%	82
Bought for child last 12 months: boy action figure	51,774	7.4%	100
Bought for child last 12 months: girl action figure	27,729	3.9%	114
Bought for child last 12 months: action game	18,426	2.6%	96
Bought for child last 12 months: bicycle	37,610	5.3%	89
Bought for child last 12 months: board game	77,495	11.0%	87
Bought for child last 12 months: builder set	37,154	5.3%	101
Bought for child last 12 months: car	47,501	6.7%	93
Bought for child last 12 months: construction toy	34,385	4.9%	86
Bought for child last 12 months: fashion doll	25,711	3.7%	90
Bought for child last 12 months: large/baby doll	39,780	5.7%	85
Bought for child last 12 months: doll accessories	22,020	3.1%	79
Bought for child last 12 months: doll clothing	21,931	3.1%	80
Bought for child last 12 months: educational toy	62,619	8.9%	76
Bought for child last 12 months: electronic doll/animal	18,474	2.6%	97
Bought for child last 12 months: electronic game	32,173	4.6%	85
Bought for child last 12 months: mechanical toy	33,657	4.8%	112
Bought for child last 12 months: model kit/set	25,639	3.6%	112
Bought for child last 12 months: plush doll/animal	48,426	6.9%	80
Bought for child last 12 months: water toy	47,479	6.7%	78
Bought for child last 12 months: word game	18,060	2.6%	108

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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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	108,151	15.4%	108
Bought hardcover book in last 12 months	162,111	23.0%	111
Bought paperback book in last 12 months	212,043	30.1%	106
Bought 1-3 books in last 12 months	148,205	21.1%	110
Bought 4-6 books in last 12 months	73,856	10.5%	107
Bought 7+ books in last 12 months	111,502	15.8%	97
Bought book (fiction) in last 12 months	181,723	25.8%	104
Bought book (non-fiction) in last 12 months	174,444	24.8%	108
Bought biography in last 12 months	58,638	8.3%	117
Bought children`s book in last 12 months	55,324	7.9%	84
Bought cookbook in last 12 months	43,053	6.1%	95
Bought history book in last 12 months	68,508	9.7%	117
Bought mystery book in last 12 months	62,644	8.9%	86
Bought novel in last 12 months	102,828	14.6%	112
Bought religious book (Not Bible) in last 12 months	32,852	4.7%	78
Bought romance book in last 12 months	27,669	3.9%	77
Bought science fiction book in last 12 months	37,386	5.3%	95
Bought personal/business self-help book last 12 months	56,560	8.0%	117
Bought travel book in last 12 months	22,037	3.1%	145
Bought book online in last 12 months	184,496	26.2%	111
Listened to/purchased audiobook in last 6 months	53,439	7.6%	106

Sample Report

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