



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		2022	2027
Population		79,579	83,205
Population 18+		73,382	76,623
Households		46,942	49,392
Median Household Income		\$135,114	\$151,317

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	7,078	9.6%	115
Participated in archery in last 12 months	1,996	2.7%	111
Participated in backpacking in last 12 months	3,806	5.2%	143
Participated in baseball in last 12 months	2,282	3.1%	106
Participated in basketball in last 12 months	5,259	7.2%	106
Participated in bicycling (mountain) in last 12 months	3,181	4.3%	115
Participated in bicycling (road) in last 12 months	11,050	15.1%	133
Participated in boating (power) in last 12 months	5,713	7.8%	152
Participated in bowling in last 12 months	6,117	8.3%	103
Participated in canoeing/kayaking in last 12 months	7,455	10.2%	139
Participated in fishing (fresh water) in last 12 months	5,508	7.5%	70
Participated in fishing (salt water) in last 12 months	2,190	3.0%	85
Participated in football in last 12 months	2,347	3.2%	103
Participated in Frisbee in last 12 months	3,016	4.1%	113
Participated in golf in last 12 months	4,964	6.8%	86
Participated in hiking in last 12 months	16,814	22.9%	143
Participated in horseback riding in last 12 months	1,588	2.2%	105
Participated in hunting with rifle in last 12 months	1,580	2.2%	62
Participated in hunting with shotgun in last 12 months	1,717	2.3%	84
Participated in ice skating in last 12 months	2,815	3.8%	164
Participated in jogging/running in last 12 months	12,530	17.1%	153
Participated in motorcycling in last 12 months	1,298	1.8%	62
Participated in Pilates in last 12 months	2,981	4.1%	130
Participated in ping pong in last 12 months	3,042	4.1%	119
Participated in rock climbing in last 12 months	1,948	2.7%	150
Participated in roller skating in last 12 months	911	1.2%	80
Participated in skiing (downhill) in last 12 months	4,517	6.2%	221
Participated in soccer in last 12 months	3,448	4.7%	120
Participated in softball in last 12 months	1,349	1.8%	97
Participated in swimming in last 12 months	14,584	19.9%	127
Participated in target shooting in last 12 months	4,650	6.3%	118
Participated in tennis in last 12 months	3,375	4.6%	122
Participated in volleyball in last 12 months	1,400	1.9%	73
Participated in walking for exercise in last 12 months	24,948	34.0%	109
Participated in weight lifting in last 12 months	13,444	18.3%	145
Participated in yoga in last 12 months	11,785	16.1%	155
Participated in Zumba in last 12 months	2,119	2.9%	89
Spent on sports/recreation equipment in last 12 months: \$1-99	5,075	6.9%	110
Spent on sports/recreation equipment in last 12 months: \$100-\$249	4,510	6.1%	107
Spent on sports/recreation equipment in last 12 months: \$250+	8,004	10.9%	127
Attend sports events: basketball game (college)	1,807	2.5%	152
Attend sports events: football game (college)	1,764	2.4%	88
Attend sports events: high school sports	769	1.0%	42
Attend sports events: baseball game (MLB regular season)	2,891	3.9%	119
Attend sports events	11,460	15.6%	123
Listen to sports on radio	6,396	8.7%	94
Watch sports on TV	43,642	59.5%	102

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Watch on TV: alpine skiing/ski jumping	3,035	4.1%	150
Watch on TV: auto racing (NASCAR)	2,906	4.0%	52
Watch on TV: auto racing (not NASCAR)	2,628	3.6%	91
Watch on TV: baseball (MLB regular season)	13,873	18.9%	105
Watch on TV: baseball (MLB playoffs/World Series)	12,877	17.5%	107
Watch on TV: basketball (college)	8,509	11.6%	91
Watch on TV: basketball (NCAA tournament)	5,442	7.4%	80
Watch on TV: basketball (NBA regular season)	11,603	15.8%	114
Watch on TV: basketball (NBA playoffs/finals)	11,845	16.1%	115
Watch on TV: basketball (WNBA)	1,386	1.9%	71
Watch on TV: bicycle racing	1,830	2.5%	135
Watch on TV: bowling	1,464	2.0%	90
Watch on TV: boxing	3,891	5.3%	91
Watch on TV: bull riding (pro)	1,020	1.4%	57
Watch on TV: esports on TV	2,996	4.1%	142
Watch on TV: extreme sports (summer)	1,560	2.1%	116
Watch on TV: extreme sports (winter)	1,897	2.6%	123
Watch on TV: figure skating	2,571	3.5%	69
Watch on TV: fishing	1,674	2.3%	66
Watch on TV: football (college)	16,962	23.1%	91
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	24,984	34.0%	109
Watch on TV: football (NFL weekend games)	24,060	32.8%	111
Watch on TV: football (NFL playoffs/Super Bowl)	25,555	34.8%	110
Watch on TV: golf (PGA)	7,253	9.9%	83
Watch on TV: golf (LPGA)	1,500	2.0%	72
Watch on TV: gymnastics	1,841	2.5%	61
Watch on TV: high school sports	1,401	1.9%	47
Watch on TV: horse racing (at track or OTB)	1,609	2.2%	86
Watch on TV: ice hockey (NHL regular season)	8,312	11.3%	144
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	7,923	10.8%	143
Watch on TV: mixed martial arts (MMA)	1,726	2.4%	95
Watch on TV: motorcycle racing	916	1.2%	81
Watch on TV: Olympics (summer)	5,487	7.5%	92
Watch on TV: Olympics (winter)	5,558	7.6%	96
Watch on TV: international soccer	5,523	7.5%	142
Watch on TV: rodeo	892	1.2%	69
Watch on TV: soccer (MLS)	5,138	7.0%	145
Watch on TV: U.S. men's soccer national team	2,530	3.4%	98
Watch on TV: U.S. women's soccer national team	2,994	4.1%	95
Watch on TV: soccer (World Cup)	4,950	6.7%	114
Watch on TV: tennis (men's)	7,013	9.6%	141
Watch on TV: tennis (women's)	5,976	8.1%	124
Watch on TV: track & field	1,476	2.0%	72
Watch on TV: volleyball (pro beach)	999	1.4%	74
Watch on TV: ultimate fighting championship (UFC)	2,927	4.0%	97
Watch on TV: other mixed martial arts (MMA)	1,726	2.4%	95
Watch on TV: wrestling (WWE)	1,659	2.3%	57
Interest in sports: college basketball super fan	1,703	2.3%	77
Interest in sports: college football super fan	3,231	4.4%	73
Interest in sports: golf super fan	575	0.8%	46
Interest in sports: high school sports super fan	1,268	1.7%	81
Interest in sports: International soccer super fan	3,893	5.3%	109
Interest in sports: MLB super fan	3,763	5.1%	118
Interest in sports: MLS soccer super fan	1,767	2.4%	82
Interest in sports: NASCAR super fan	694	0.9%	52
Interest in sports: NBA super fan	3,341	4.6%	98
Interest in sports: NFL super fan	5,736	7.8%	76
Interest in sports: NHL super fan	3,298	4.5%	163

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	8,147	11.1%	73
Member of church board	2,414	3.3%	117
Member of fraternal order	3,566	4.9%	190
Member of religious club	977	1.3%	40
Member of union	3,450	4.7%	114
Member of veterans club	790	1.1%	45
Participate in indoor gardening or plant care	10,137	13.8%	103
Attended adult education course in last 12 months	9,395	12.8%	130
Visited an aquarium in last 12 months	4,639	6.3%	118
Went to art gallery in last 12 months	7,298	9.9%	147
Attended auto show in last 12 months	3,429	4.7%	95
Did baking in last 12 months	25,405	34.6%	119
Barbecued in last 12 months	21,941	29.9%	98
Went to bar/night club in last 12 months	20,929	28.5%	168
Went to beach in last 12 months	26,783	36.5%	123
Played billiards/pool in last 12 months	4,263	5.8%	116
Played bingo in last 12 months	3,042	4.1%	101
Did birdwatching in last 12 months	3,162	4.3%	74
Played board game in last 12 months	19,328	26.3%	121
Read book in last 12 months	32,584	44.4%	118
Participated in book club in last 12 months	3,325	4.5%	127
Went on overnight camping trip in last 12 months	8,853	12.1%	93
Played cards in last 12 months	14,070	19.2%	103
Played chess in last 12 months	3,935	5.4%	142
Played computer game (offline w/software)/12 months	8,509	11.6%	143
Played computer game (online w/o software)/12 months	12,733	17.4%	116
Cooked for fun in last 12 months	23,770	32.4%	131
Did crossword puzzle in last 12 months	10,915	14.9%	116
Danced/went dancing in last 12 months	8,497	11.6%	143
Attended dance performance in last 12 months	2,431	3.3%	106
Dined out in last 12 months	43,040	58.7%	116
Flew a drone in last 12 months	3,202	4.4%	163
Attended state/county fair in last 12 months	6,740	9.2%	90
Participated in fantasy sports league last 12 months	5,196	7.1%	154
Did furniture refinishing in last 12 months	3,728	5.1%	112
Gambled at casino in last 12 months	7,381	10.1%	88
Gambled in Las Vegas in last 12 months	2,294	3.1%	91
Participate in indoor gardening/plant care	10,137	13.8%	103
Participated in genealogy in last 12 months	3,175	4.3%	87
Attended horse races in last 12 months	2,231	3.0%	154
Participated in karaoke in last 12 months	4,274	5.8%	166
Bought lottery ticket in last 12 months	21,465	29.3%	90
Played lottery 6+ times in last 30 days	4,238	5.8%	56
Bought lottery ticket in last 12 months: Daily Drawing	1,884	2.6%	75
Bought lottery ticket in last 12 months: Instant Game	10,500	14.3%	77
Bought lottery ticket in last 12 months: Mega Millions	13,221	18.0%	106
Bought lottery ticket in last 12 months: Powerball	13,561	18.5%	100
Attended a movie in last 6 months	39,722	54.1%	113
Attended movie in last 90 days: once/week or more	1,764	2.4%	169
Attended movie in last 90 days: 2-3 times a month	2,257	3.1%	130
Attended movie in last 90 days: once a month	4,062	5.5%	115
Attended movie in last 90 days: < once a month	27,383	37.3%	113
Movie genre seen at theater/6 months: action	13,465	18.3%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	14,909	20.3%	107
Movie genre seen at theater/6 months: animation genre	8,415	11.5%	110
Movie genre seen at theater/6 months: biography genre	6,104	8.3%	104
Movie genre seen at theater/6 months: comedy	13,938	19.0%	113
Movie genre seen at theater/6 months: crime	7,993	10.9%	128
Movie genre seen at theater/6 months: drama	14,193	19.3%	108
Movie genre seen at theater/6 months: family	5,653	7.7%	96
Movie genre seen at theater/6 months: fantasy	9,091	12.4%	114
Movie genre seen at theater/6 months: horror	5,294	7.2%	127
Movie genre seen at theater/6 months: romance	6,049	8.2%	118
Movie genre seen at theater/6 months: science fiction	6,594	9.0%	101
Movie genre seen at theater/6 months: thriller	6,570	9.0%	97
Went to museum in last 12 months	17,042	23.2%	184
Attended classical music/opera performance/12 months	4,188	5.7%	171
Attended country music performance in last 12 months	2,491	3.4%	69
Attended rock music performance in last 12 months	8,835	12.0%	152
Played musical instrument in last 12 months	6,546	8.9%	109
Did painting/drawing in last 12 months	7,896	10.8%	107
Did photo album/scrapbooking in last 12 months	3,851	5.2%	120
Did photography in last 12 months	10,767	14.7%	140
Did Sudoku puzzle in last 12 months	8,151	11.1%	120
Participated in tailgating in last 12 months	2,847	3.9%	121
Went to live theater in last 12 months	10,740	14.6%	145
Visited a theme park in last 12 months	10,229	13.9%	97
Visited a theme park 5+ times in last 12 months	2,285	3.1%	96
Participated in trivia games in last 12 months	8,292	11.3%	144
Played video/electronic game (console) last 12 months	12,362	16.8%	143
Played video/electronic game (portable) last 12 months	4,969	6.8%	113
Visited an indoor water park in last 12 months	2,133	2.9%	121
Did woodworking in last 12 months	3,945	5.4%	96
Went to zoo in last 12 months	10,202	13.9%	123
Bought 1-2 DVDs/30 Days	2,012	2.7%	91
Bought 3+ DVDs/30 Days	1,106	1.5%	64
Rented DVDs (movie or other video) in last 30 days: 1	2,523	3.4%	147
Rented DVDs (movie or other video) in last 30 days: 2	1,071	1.5%	66
Rented DVDs (movie or other video) in last 30 days: 3+	2,144	2.9%	77
Rented movie or other video/30 days: action/adventure	16,856	23.0%	121
Rented movie or other video/30 days: classics	5,380	7.3%	136
Rented movie or other video/30 days: comedy	13,096	17.8%	112
Rented movie or other video/30 days: drama	11,646	15.9%	131
Rented movie or other video/30 days: family/children	4,258	5.8%	78
Rented movie or other video/30 days: foreign	4,382	6.0%	285
Rented movie or other video/30 days: horror	6,027	8.2%	144
Rented movie or other video/30 days: musical	2,716	3.7%	151
Rented movie or other video/30 days: news/documentary	5,145	7.0%	178
Rented movie or other video/30 days: romance	4,650	6.3%	112
Rented movie or other video/30 days: science fiction	7,135	9.7%	152
Rented movie or other video/30 days: TV show	7,994	10.9%	160
Rented movie or other video/30 days: western	1,852	2.5%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	10,449	14.2%	120
Rented DVD/Blu-ray/30 days: from netflix.com	6,030	8.2%	104
Rented/purchased DVD/Blu-ray/30 days: from Redbox	5,442	7.4%	84
Bought any children`s toy/game in last 12 months	24,592	33.5%	92
Spent on toys/games for child last 12 months: \$1-49	4,267	5.8%	85
Spent on toys/games for child last 12 months: \$50-99	2,220	3.0%	98
Spent on toys/games for child last 12 months: \$100-199	4,259	5.8%	80
Spent on toys/games for child last 12 months: \$200-499	6,855	9.3%	93
Spent on toys/games for child last 12 months: \$500+	3,946	5.4%	98
Bought infant toy in last 12 months	5,199	7.1%	105
Bought pre-school toy in last 12 months	4,658	6.3%	92
Bought for child last 12 months: boy action figure	5,404	7.4%	100
Bought for child last 12 months: girl action figure	3,072	4.2%	132
Bought for child last 12 months: action game	2,146	2.9%	115
Bought for child last 12 months: bicycle	3,470	4.7%	77
Bought for child last 12 months: board game	10,341	14.1%	97
Bought for child last 12 months: builder set	4,066	5.5%	102
Bought for child last 12 months: car	6,091	8.3%	108
Bought for child last 12 months: construction toy	5,170	7.0%	113
Bought for child last 12 months: fashion doll	3,184	4.3%	102
Bought for child last 12 months: large/baby doll	3,329	4.5%	69
Bought for child last 12 months: doll accessories	2,897	3.9%	98
Bought for child last 12 months: doll clothing	2,565	3.5%	94
Bought for child last 12 months: educational toy	9,297	12.7%	96
Bought for child last 12 months: electronic doll/animal	1,384	1.9%	72
Bought for child last 12 months: electronic game	2,861	3.9%	70
Bought for child last 12 months: mechanical toy	3,614	4.9%	122
Bought for child last 12 months: model kit/set	3,175	4.3%	120
Bought for child last 12 months: plush doll/animal	6,785	9.2%	99
Bought for child last 12 months: water toy	5,719	7.8%	91
Bought for child last 12 months: word game	1,678	2.3%	95

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Bought digital book in last 12 months	16,634	22.7%	130
Bought hardcover book in last 12 months	23,570	32.1%	132
Bought paperback book in last 12 months	28,650	39.0%	125
Bought 1-3 books in last 12 months	15,479	21.1%	103
Bought 4-6 books in last 12 months	11,156	15.2%	142
Bought 7+ books in last 12 months	17,161	23.4%	122
Bought book (fiction) in last 12 months	27,161	37.0%	129
Bought book (non-fiction) in last 12 months	25,675	35.0%	129
Bought biography in last 12 months	7,173	9.8%	118
Bought children`s book in last 12 months	6,497	8.9%	89
Bought cookbook in last 12 months	5,964	8.1%	120
Bought history book in last 12 months	9,285	12.7%	133
Bought mystery book in last 12 months	8,095	11.0%	96
Bought novel in last 12 months	15,790	21.5%	144
Bought religious book (Not Bible) in last 12 months	3,569	4.9%	82
Bought romance book in last 12 months	3,026	4.1%	75
Bought science fiction book in last 12 months	7,049	9.6%	156
Bought personal/business self-help book last 12 months	7,740	10.5%	135
Bought travel book in last 12 months	1,527	2.1%	108
Purchased greeting card in last 12 months	39,763	54.2%	100
Bought book from Barnes & Noble store in last 12 months	9,328	12.7%	118
Bought book from other book store in last 12 months	8,561	11.7%	132
Bought book from Amazon Online in last 12 months	30,702	41.8%	136
Bought book from Barnes & Noble Online in last 12 months	3,088	4.2%	175
Bought book from iTunes/Apple Books in last 12 months	1,805	2.5%	143
Listened to Audiobook in last 6 months	7,571	10.3%	129

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Demographic Summary		2022	2027
Population		406,343	409,476
Population 18+		353,908	358,343
Households		217,632	221,192
Median Household Income		\$112,587	\$130,780
Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults/HHs		
Participated in aerobics in last 12 months	35,197	9.9%	119
Participated in archery in last 12 months	8,115	2.3%	93
Participated in backpacking in last 12 months	17,678	5.0%	138
Participated in baseball in last 12 months	11,324	3.2%	109
Participated in basketball in last 12 months	26,636	7.5%	112
Participated in bicycling (mountain) in last 12 months	15,001	4.2%	113
Participated in bicycling (road) in last 12 months	50,263	14.2%	126
Participated in boating (power) in last 12 months	21,145	6.0%	117
Participated in bowling in last 12 months	28,329	8.0%	99
Participated in canoeing/kayaking in last 12 months	30,448	8.6%	118
Participated in fishing (fresh water) in last 12 months	23,918	6.8%	63
Participated in fishing (salt water) in last 12 months	10,792	3.0%	87
Participated in football in last 12 months	11,668	3.3%	107
Participated in Frisbee in last 12 months	15,177	4.3%	118
Participated in golf in last 12 months	23,518	6.6%	84
Participated in hiking in last 12 months	74,857	21.2%	132
Participated in horseback riding in last 12 months	7,521	2.1%	103
Participated in hunting with rifle in last 12 months	7,359	2.1%	60
Participated in hunting with shotgun in last 12 months	7,082	2.0%	71
Participated in ice skating in last 12 months	13,011	3.7%	157
Participated in jogging/running in last 12 months	57,930	16.4%	147
Participated in motorcycling in last 12 months	6,559	1.9%	65
Participated in Pilates in last 12 months	15,638	4.4%	141
Participated in ping pong in last 12 months	14,323	4.0%	116
Participated in rock climbing in last 12 months	9,243	2.6%	147
Participated in roller skating in last 12 months	5,026	1.4%	92
Participated in skiing (downhill) in last 12 months	18,767	5.3%	190
Participated in soccer in last 12 months	17,038	4.8%	123
Participated in softball in last 12 months	6,796	1.9%	101
Participated in swimming in last 12 months	64,922	18.3%	117
Participated in target shooting in last 12 months	17,916	5.1%	94
Participated in tennis in last 12 months	17,255	4.9%	129
Participated in volleyball in last 12 months	8,298	2.3%	89
Participated in walking for exercise in last 12 months	116,966	33.0%	106
Participated in weight lifting in last 12 months	57,396	16.2%	129
Participated in yoga in last 12 months	53,944	15.2%	147
Participated in Zumba in last 12 months	11,552	3.3%	100
Spent on sports/recreation equipment in last 12 months: \$1-99	24,491	6.9%	110
Spent on sports/recreation equipment in last 12 months: \$100-\$249	22,161	6.3%	109
Spent on sports/recreation equipment in last 12 months: \$250+	32,727	9.2%	108
Attend sports events: basketball game (college)	7,038	2.0%	123
Attend sports events: football game (college)	8,207	2.3%	85
Attend sports events: high school sports	4,620	1.3%	52
Attend sports events: baseball game (MLB regular season)	14,411	4.1%	123
Attend sports events	50,178	14.2%	112
Listen to sports on radio	30,029	8.5%	92
Watch sports on TV	205,665	58.1%	100

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
Watch on TV: alpine skiing/ski jumping	12,579	3.6%	129
Watch on TV: auto racing (NASCAR)	15,363	4.3%	57
Watch on TV: auto racing (not NASCAR)	11,662	3.3%	83
Watch on TV: baseball (MLB regular season)	66,675	18.8%	104
Watch on TV: baseball (MLB playoffs/World Series)	63,233	17.9%	109
Watch on TV: basketball (college)	40,775	11.5%	90
Watch on TV: basketball (NCAA tournament)	28,952	8.2%	88
Watch on TV: basketball (NBA regular season)	57,556	16.3%	117
Watch on TV: basketball (NBA playoffs/finals)	59,838	16.9%	120
Watch on TV: basketball (WNBA)	8,997	2.5%	95
Watch on TV: bicycle racing	8,193	2.3%	125
Watch on TV: bowling	7,132	2.0%	91
Watch on TV: boxing	21,246	6.0%	103
Watch on TV: bull riding (pro)	5,821	1.6%	67
Watch on TV: esports on TV	13,828	3.9%	136
Watch on TV: extreme sports (summer)	6,968	2.0%	108
Watch on TV: extreme sports (winter)	8,681	2.5%	117
Watch on TV: figure skating	14,753	4.2%	82
Watch on TV: fishing	7,825	2.2%	64
Watch on TV: football (college)	76,922	21.7%	85
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	110,333	31.2%	100
Watch on TV: football (NFL weekend games)	106,187	30.0%	102
Watch on TV: football (NFL playoffs/Super Bowl)	114,795	32.4%	102
Watch on TV: golf (PGA)	34,838	9.8%	82
Watch on TV: golf (LPGA)	8,327	2.4%	83
Watch on TV: gymnastics	11,879	3.4%	82
Watch on TV: high school sports	7,842	2.2%	55
Watch on TV: horse racing (at track or OTB)	8,624	2.4%	96
Watch on TV: ice hockey (NHL regular season)	35,605	10.1%	128
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	33,930	9.6%	127
Watch on TV: mixed martial arts (MMA)	8,555	2.4%	98
Watch on TV: motorcycle racing	4,706	1.3%	86
Watch on TV: Olympics (summer)	27,657	7.8%	96
Watch on TV: Olympics (winter)	27,207	7.7%	97
Watch on TV: international soccer	27,929	7.9%	149
Watch on TV: rodeo	4,743	1.3%	76
Watch on TV: soccer (MLS)	22,441	6.3%	131
Watch on TV: U.S. men's soccer national team	13,383	3.8%	108
Watch on TV: U.S. women's soccer national team	16,730	4.7%	110
Watch on TV: soccer (World Cup)	26,258	7.4%	125
Watch on TV: tennis (men's)	34,568	9.8%	144
Watch on TV: tennis (women's)	31,158	8.8%	134
Watch on TV: track & field	9,171	2.6%	93
Watch on TV: volleyball (pro beach)	5,472	1.5%	84
Watch on TV: ultimate fighting championship (UFC)	14,106	4.0%	97
Watch on TV: other mixed martial arts (MMA)	8,555	2.4%	98
Watch on TV: wrestling (WWE)	10,637	3.0%	76
Interest in sports: college basketball super fan	11,167	3.2%	105
Interest in sports: college football super fan	16,445	4.6%	77
Interest in sports: golf super fan	3,996	1.1%	67
Interest in sports: high school sports super fan	8,876	2.5%	118
Interest in sports: International soccer super fan	24,465	6.9%	142
Interest in sports: MLB super fan	19,654	5.6%	128
Interest in sports: MLS soccer super fan	13,851	3.9%	133
Interest in sports: NASCAR super fan	5,505	1.6%	86
Interest in sports: NBA super fan	19,928	5.6%	121
Interest in sports: NFL super fan	31,905	9.0%	87
Interest in sports: NHL super fan	16,247	4.6%	166

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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	41,014	11.6%	76
Member of church board	9,360	2.6%	94
Member of fraternal order	13,483	3.8%	149
Member of religious club	7,197	2.0%	61
Member of union	16,784	4.7%	115
Member of veterans club	4,879	1.4%	58
Participate in indoor gardening or plant care	48,410	13.7%	102
Attended adult education course in last 12 months	45,798	12.9%	131
Visited an aquarium in last 12 months	22,128	6.3%	117
Went to art gallery in last 12 months	36,335	10.3%	152
Attended auto show in last 12 months	15,569	4.4%	89
Did baking in last 12 months	112,048	31.7%	108
Barbecued in last 12 months	102,948	29.1%	95
Went to bar/night club in last 12 months	87,736	24.8%	146
Went to beach in last 12 months	127,566	36.0%	121
Played billiards/pool in last 12 months	19,343	5.5%	109
Played bingo in last 12 months	13,637	3.9%	94
Did birdwatching in last 12 months	15,313	4.3%	74
Played board game in last 12 months	85,785	24.2%	111
Read book in last 12 months	148,417	41.9%	112
Participated in book club in last 12 months	15,214	4.3%	120
Went on overnight camping trip in last 12 months	42,424	12.0%	92
Played cards in last 12 months	63,170	17.8%	96
Played chess in last 12 months	17,622	5.0%	132
Played computer game (offline w/software)/12 months	35,619	10.1%	124
Played computer game (online w/o software)/12 months	57,819	16.3%	110
Cooked for fun in last 12 months	108,845	30.8%	125
Did crossword puzzle in last 12 months	48,116	13.6%	106
Danced/went dancing in last 12 months	39,041	11.0%	137
Attended dance performance in last 12 months	13,040	3.7%	118
Dined out in last 12 months	195,543	55.3%	109
Flew a drone in last 12 months	12,983	3.7%	137
Attended state/county fair in last 12 months	32,009	9.0%	88
Participated in fantasy sports league last 12 months	21,963	6.2%	135
Did furniture refinishing in last 12 months	16,113	4.6%	101
Gambled at casino in last 12 months	36,868	10.4%	91
Gambled in Las Vegas in last 12 months	11,710	3.3%	96
Participate in indoor gardening/plant care	48,410	13.7%	102
Participated in genealogy in last 12 months	14,989	4.2%	85
Attended horse races in last 12 months	9,183	2.6%	131
Participated in karaoke in last 12 months	18,205	5.1%	147
Bought lottery ticket in last 12 months	107,808	30.5%	93
Played lottery 6+ times in last 30 days	26,718	7.5%	73
Bought lottery ticket in last 12 months: Daily Drawing	11,952	3.4%	98
Bought lottery ticket in last 12 months: Instant Game	53,108	15.0%	81
Bought lottery ticket in last 12 months: Mega Millions	65,763	18.6%	109
Bought lottery ticket in last 12 months: Powerball	65,003	18.4%	100
Attended a movie in last 6 months	185,518	52.4%	109
Attended movie in last 90 days: once/week or more	8,199	2.3%	163
Attended movie in last 90 days: 2-3 times a month	10,628	3.0%	127
Attended movie in last 90 days: once a month	20,463	5.8%	120
Attended movie in last 90 days: < once a month	123,732	35.0%	106
Movie genre seen at theater/6 months: action	65,965	18.6%	109

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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	72,718	20.5%	109
Movie genre seen at theater/6 months: animation genre	41,669	11.8%	113
Movie genre seen at theater/6 months: biography genre	30,765	8.7%	109
Movie genre seen at theater/6 months: comedy	68,128	19.3%	114
Movie genre seen at theater/6 months: crime	36,890	10.4%	123
Movie genre seen at theater/6 months: drama	70,040	19.8%	111
Movie genre seen at theater/6 months: family	28,128	7.9%	99
Movie genre seen at theater/6 months: fantasy	44,364	12.5%	115
Movie genre seen at theater/6 months: horror	24,481	6.9%	122
Movie genre seen at theater/6 months: romance	29,958	8.5%	121
Movie genre seen at theater/6 months: science fiction	34,868	9.9%	111
Movie genre seen at theater/6 months: thriller	35,519	10.0%	109
Went to museum in last 12 months	75,851	21.4%	170
Attended classical music/opera performance/12 months	19,168	5.4%	163
Attended country music performance in last 12 months	13,767	3.9%	80
Attended rock music performance in last 12 months	37,698	10.7%	134
Played musical instrument in last 12 months	32,338	9.1%	112
Did painting/drawing in last 12 months	37,197	10.5%	104
Did photo album/scrapbooking in last 12 months	17,288	4.9%	111
Did photography in last 12 months	47,306	13.4%	127
Did Sudoku puzzle in last 12 months	35,331	10.0%	108
Participated in tailgating in last 12 months	12,626	3.6%	112
Went to live theater in last 12 months	49,506	14.0%	139
Visited a theme park in last 12 months	52,581	14.9%	104
Visited a theme park 5+ times in last 12 months	11,842	3.3%	103
Participated in trivia games in last 12 months	34,106	9.6%	123
Played video/electronic game (console) last 12 months	51,897	14.7%	125
Played video/electronic game (portable) last 12 months	24,582	6.9%	116
Visited an indoor water park in last 12 months	9,509	2.7%	112
Did woodworking in last 12 months	17,561	5.0%	89
Went to zoo in last 12 months	44,692	12.6%	112
Bought 1-2 DVDs/30 Days	8,677	2.5%	81
Bought 3+ DVDs/30 Days	5,716	1.6%	69
Rented DVDs (movie or other video) in last 30 days: 1	9,658	2.7%	117
Rented DVDs (movie or other video) in last 30 days: 2	5,342	1.5%	68
Rented DVDs (movie or other video) in last 30 days: 3+	10,398	2.9%	78
Rented movie or other video/30 days: action/adventure	77,461	21.9%	115
Rented movie or other video/30 days: classics	25,061	7.1%	132
Rented movie or other video/30 days: comedy	63,200	17.9%	112
Rented movie or other video/30 days: drama	54,916	15.5%	128
Rented movie or other video/30 days: family/children	22,250	6.3%	85
Rented movie or other video/30 days: foreign	18,073	5.1%	244
Rented movie or other video/30 days: horror	25,390	7.2%	126
Rented movie or other video/30 days: musical	13,445	3.8%	155
Rented movie or other video/30 days: news/documentary	23,411	6.6%	168
Rented movie or other video/30 days: romance	23,427	6.6%	117
Rented movie or other video/30 days: science fiction	30,829	8.7%	136
Rented movie or other video/30 days: TV show	34,547	9.8%	143
Rented movie or other video/30 days: western	8,450	2.4%	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
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	46,818	13.2%	111
Rented DVD/Blu-ray/30 days: from netflix.com	29,455	8.3%	106
Rented/purchased DVD/Blu-ray/30 days: from Redbox	24,830	7.0%	80
Bought any children`s toy/game in last 12 months	118,885	33.6%	93
Spent on toys/games for child last 12 months: \$1-49	21,151	6.0%	87
Spent on toys/games for child last 12 months: \$50-99	10,112	2.9%	92
Spent on toys/games for child last 12 months: \$100-199	22,830	6.5%	89
Spent on toys/games for child last 12 months: \$200-499	31,768	9.0%	89
Spent on toys/games for child last 12 months: \$500+	18,734	5.3%	97
Bought infant toy in last 12 months	24,228	6.8%	101
Bought pre-school toy in last 12 months	22,073	6.2%	91
Bought for child last 12 months: boy action figure	24,296	6.9%	93
Bought for child last 12 months: girl action figure	12,340	3.5%	110
Bought for child last 12 months: action game	9,430	2.7%	105
Bought for child last 12 months: bicycle	18,168	5.1%	83
Bought for child last 12 months: board game	47,080	13.3%	92
Bought for child last 12 months: builder set	18,577	5.2%	96
Bought for child last 12 months: car	26,618	7.5%	98
Bought for child last 12 months: construction toy	21,807	6.2%	99
Bought for child last 12 months: fashion doll	13,226	3.7%	87
Bought for child last 12 months: large/baby doll	17,570	5.0%	76
Bought for child last 12 months: doll accessories	12,572	3.6%	88
Bought for child last 12 months: doll clothing	11,222	3.2%	85
Bought for child last 12 months: educational toy	43,659	12.3%	93
Bought for child last 12 months: electronic doll/animal	7,149	2.0%	77
Bought for child last 12 months: electronic game	14,817	4.2%	75
Bought for child last 12 months: mechanical toy	15,766	4.5%	110
Bought for child last 12 months: model kit/set	12,727	3.6%	100
Bought for child last 12 months: plush doll/animal	30,894	8.7%	94
Bought for child last 12 months: water toy	25,857	7.3%	85
Bought for child last 12 months: word game	8,185	2.3%	96

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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	76,767	21.7%	125
Bought hardcover book in last 12 months	105,016	29.7%	122
Bought paperback book in last 12 months	128,981	36.4%	117
Bought 1-3 books in last 12 months	74,783	21.1%	103
Bought 4-6 books in last 12 months	48,411	13.7%	128
Bought 7+ books in last 12 months	78,383	22.1%	116
Bought book (fiction) in last 12 months	120,572	34.1%	119
Bought book (non-fiction) in last 12 months	120,229	34.0%	126
Bought biography in last 12 months	36,627	10.3%	125
Bought children`s book in last 12 months	33,284	9.4%	95
Bought cookbook in last 12 months	28,985	8.2%	121
Bought history book in last 12 months	44,497	12.6%	132
Bought mystery book in last 12 months	38,547	10.9%	94
Bought novel in last 12 months	68,348	19.3%	129
Bought religious book (Not Bible) in last 12 months	17,548	5.0%	83
Bought romance book in last 12 months	15,818	4.5%	81
Bought science fiction book in last 12 months	29,047	8.2%	133
Bought personal/business self-help book last 12 months	35,833	10.1%	130
Bought travel book in last 12 months	8,701	2.5%	127
Purchased greeting card in last 12 months	188,292	53.2%	98
Bought book from Barnes & Noble store in last 12 months	45,579	12.9%	120
Bought book from other book store in last 12 months	38,699	10.9%	123
Bought book from Amazon Online in last 12 months	137,776	38.9%	127
Bought book from Barnes & Noble Online in last 12 months	12,628	3.6%	148
Bought book from iTunes/Apple Books in last 12 months	8,971	2.5%	147
Listened to Audiobook in last 6 months	35,744	10.1%	127

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		2022	2027
Population		878,154	874,419
Population 18+		728,983	731,385
Households		422,190	424,382
Median Household Income		\$94,377	\$111,362

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	70,624	9.7%	116
Participated in archery in last 12 months	15,923	2.2%	89
Participated in backpacking in last 12 months	32,780	4.5%	124
Participated in baseball in last 12 months	22,328	3.1%	105
Participated in basketball in last 12 months	55,667	7.6%	113
Participated in bicycling (mountain) in last 12 months	29,980	4.1%	109
Participated in bicycling (road) in last 12 months	93,662	12.8%	114
Participated in boating (power) in last 12 months	37,663	5.2%	101
Participated in bowling in last 12 months	55,514	7.6%	94
Participated in canoeing/kayaking in last 12 months	54,142	7.4%	102
Participated in fishing (fresh water) in last 12 months	45,191	6.2%	58
Participated in fishing (salt water) in last 12 months	20,985	2.9%	82
Participated in football in last 12 months	23,577	3.2%	105
Participated in Frisbee in last 12 months	28,887	4.0%	109
Participated in golf in last 12 months	42,070	5.8%	73
Participated in hiking in last 12 months	135,110	18.5%	116
Participated in horseback riding in last 12 months	15,599	2.1%	103
Participated in hunting with rifle in last 12 months	14,632	2.0%	58
Participated in hunting with shotgun in last 12 months	13,660	1.9%	67
Participated in ice skating in last 12 months	23,716	3.3%	139
Participated in jogging/running in last 12 months	107,265	14.7%	132
Participated in motorcycling in last 12 months	13,365	1.8%	64
Participated in Pilates in last 12 months	29,766	4.1%	130
Participated in ping pong in last 12 months	27,213	3.7%	107
Participated in rock climbing in last 12 months	17,631	2.4%	137
Participated in roller skating in last 12 months	11,569	1.6%	102
Participated in skiing (downhill) in last 12 months	33,285	4.6%	164
Participated in soccer in last 12 months	35,582	4.9%	125
Participated in softball in last 12 months	14,394	2.0%	104
Participated in swimming in last 12 months	116,363	16.0%	102
Participated in target shooting in last 12 months	32,519	4.5%	83
Participated in tennis in last 12 months	33,485	4.6%	122
Participated in volleyball in last 12 months	17,599	2.4%	92
Participated in walking for exercise in last 12 months	220,788	30.3%	97
Participated in weight lifting in last 12 months	107,954	14.8%	117
Participated in yoga in last 12 months	98,221	13.5%	130
Participated in Zumba in last 12 months	24,885	3.4%	105
Spent on sports/recreation equipment in last 12 months: \$1-99	47,995	6.6%	105
Spent on sports/recreation equipment in last 12 months: \$100-\$249	44,516	6.1%	106
Spent on sports/recreation equipment in last 12 months: \$250+	59,903	8.2%	96
Attend sports events: basketball game (college)	12,825	1.8%	109
Attend sports events: football game (college)	16,020	2.2%	80
Attend sports events: high school sports	10,203	1.4%	56
Attend sports events: baseball game (MLB regular season)	27,432	3.8%	114
Attend sports events	92,738	12.7%	100
Listen to sports on radio	59,080	8.1%	88
Watch sports on TV	411,946	56.5%	97

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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	23,751	3.3%	118
Watch on TV: auto racing (NASCAR)	32,597	4.5%	58
Watch on TV: auto racing (not NASCAR)	23,511	3.2%	82
Watch on TV: baseball (MLB regular season)	128,056	17.6%	97
Watch on TV: baseball (MLB playoffs/World Series)	121,624	16.7%	102
Watch on TV: basketball (college)	80,192	11.0%	86
Watch on TV: basketball (NCAA tournament)	60,605	8.3%	90
Watch on TV: basketball (NBA regular season)	124,231	17.0%	123
Watch on TV: basketball (NBA playoffs/finals)	130,021	17.8%	127
Watch on TV: basketball (WNBA)	24,187	3.3%	124
Watch on TV: bicycle racing	16,811	2.3%	125
Watch on TV: bowling	15,823	2.2%	98
Watch on TV: boxing	52,901	7.3%	125
Watch on TV: bull riding (pro)	12,191	1.7%	68
Watch on TV: esports on TV	28,447	3.9%	136
Watch on TV: extreme sports (summer)	15,238	2.1%	114
Watch on TV: extreme sports (winter)	18,223	2.5%	119
Watch on TV: figure skating	30,973	4.2%	84
Watch on TV: fishing	16,984	2.3%	68
Watch on TV: football (college)	150,705	20.7%	81
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	214,315	29.4%	94
Watch on TV: football (NFL weekend games)	204,511	28.1%	95
Watch on TV: football (NFL playoffs/Super Bowl)	222,981	30.6%	96
Watch on TV: golf (PGA)	63,765	8.7%	73
Watch on TV: golf (LPGA)	16,542	2.3%	80
Watch on TV: gymnastics	26,442	3.6%	88
Watch on TV: high school sports	17,877	2.5%	61
Watch on TV: horse racing (at track or OTB)	17,761	2.4%	96
Watch on TV: ice hockey (NHL regular season)	63,714	8.7%	111
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	60,471	8.3%	110
Watch on TV: mixed martial arts (MMA)	19,688	2.7%	109
Watch on TV: motorcycle racing	10,289	1.4%	91
Watch on TV: Olympics (summer)	54,962	7.5%	93
Watch on TV: Olympics (winter)	52,257	7.2%	91
Watch on TV: international soccer	58,397	8.0%	151
Watch on TV: rodeo	9,715	1.3%	75
Watch on TV: soccer (MLS)	47,350	6.5%	134
Watch on TV: U.S. men`s soccer national team	29,899	4.1%	117
Watch on TV: U.S. women`s soccer national team	34,076	4.7%	109
Watch on TV: soccer (World Cup)	55,337	7.6%	128
Watch on TV: tennis (men`s)	64,921	8.9%	131
Watch on TV: tennis (women`s)	59,774	8.2%	124
Watch on TV: track & field	22,865	3.1%	113
Watch on TV: volleyball (pro beach)	12,752	1.7%	95
Watch on TV: ultimate fighting championship (UFC)	31,741	4.4%	106
Watch on TV: other mixed martial arts (MMA)	19,688	2.7%	109
Watch on TV: wrestling (WWE)	28,323	3.9%	98
Interest in sports: college basketball super fan	25,702	3.5%	117
Interest in sports: college football super fan	35,975	4.9%	82
Interest in sports: golf super fan	9,364	1.3%	76
Interest in sports: high school sports super fan	20,755	2.8%	133
Interest in sports: International soccer super fan	55,114	7.6%	155
Interest in sports: MLB super fan	39,724	5.4%	125
Interest in sports: MLS soccer super fan	32,493	4.5%	151
Interest in sports: NASCAR super fan	13,541	1.9%	103
Interest in sports: NBA super fan	48,954	6.7%	144
Interest in sports: NFL super fan	73,046	10.0%	97
Interest in sports: NHL super fan	32,866	4.5%	163

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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	79,796	10.9%	72
Member of church board	18,804	2.6%	91
Member of fraternal order	24,988	3.4%	134
Member of religious club	16,074	2.2%	67
Member of union	33,116	4.5%	111
Member of veterans club	9,931	1.4%	57
Participate in indoor gardening or plant care	93,241	12.8%	96
Attended adult education course in last 12 months	90,966	12.5%	127
Visited an aquarium in last 12 months	44,105	6.1%	113
Went to art gallery in last 12 months	66,884	9.2%	136
Attended auto show in last 12 months	31,211	4.3%	87
Did baking in last 12 months	210,844	28.9%	99
Barbecued in last 12 months	201,656	27.7%	91
Went to bar/night club in last 12 months	161,586	22.2%	131
Went to beach in last 12 months	249,604	34.2%	115
Played billiards/pool in last 12 months	38,563	5.3%	105
Played bingo in last 12 months	28,894	4.0%	96
Did birdwatching in last 12 months	30,045	4.1%	70
Played board game in last 12 months	159,750	21.9%	100
Read book in last 12 months	277,937	38.1%	102
Participated in book club in last 12 months	27,927	3.8%	107
Went on overnight camping trip in last 12 months	80,962	11.1%	85
Played cards in last 12 months	121,436	16.7%	90
Played chess in last 12 months	33,844	4.6%	123
Played computer game (offline w/software)/12 months	67,950	9.3%	115
Played computer game (online w/o software)/12 months	114,568	15.7%	105
Cooked for fun in last 12 months	210,010	28.8%	117
Did crossword puzzle in last 12 months	91,047	12.5%	98
Danced/went dancing in last 12 months	80,333	11.0%	137
Attended dance performance in last 12 months	26,516	3.6%	116
Dined out in last 12 months	367,820	50.5%	100
Flew a drone in last 12 months	24,901	3.4%	127
Attended state/county fair in last 12 months	63,519	8.7%	85
Participated in fantasy sports league last 12 months	38,931	5.3%	116
Did furniture refinishing in last 12 months	30,625	4.2%	93
Gambled at casino in last 12 months	81,681	11.2%	98
Gambled in Las Vegas in last 12 months	28,477	3.9%	114
Participate in indoor gardening/plant care	93,241	12.8%	96
Participated in genealogy in last 12 months	28,240	3.9%	78
Attended horse races in last 12 months	17,765	2.4%	123
Participated in karaoke in last 12 months	37,250	5.1%	146
Bought lottery ticket in last 12 months	225,465	30.9%	95
Played lottery 6+ times in last 30 days	61,320	8.4%	82
Bought lottery ticket in last 12 months: Daily Drawing	27,758	3.8%	111
Bought lottery ticket in last 12 months: Instant Game	117,613	16.1%	87
Bought lottery ticket in last 12 months: Mega Millions	131,011	18.0%	105
Bought lottery ticket in last 12 months: Powerball	130,007	17.8%	97
Attended a movie in last 6 months	370,139	50.8%	106
Attended movie in last 90 days: once/week or more	17,931	2.5%	173
Attended movie in last 90 days: 2-3 times a month	22,340	3.1%	130
Attended movie in last 90 days: once a month	40,783	5.6%	116
Attended movie in last 90 days: < once a month	238,986	32.8%	99
Movie genre seen at theater/6 months: action	136,469	18.7%	110

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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	148,598	20.4%	108
Movie genre seen at theater/6 months: animation genre	85,160	11.7%	112
Movie genre seen at theater/6 months: biography genre	60,301	8.3%	104
Movie genre seen at theater/6 months: comedy	137,882	18.9%	112
Movie genre seen at theater/6 months: crime	76,803	10.5%	124
Movie genre seen at theater/6 months: drama	140,846	19.3%	108
Movie genre seen at theater/6 months: family	57,193	7.8%	98
Movie genre seen at theater/6 months: fantasy	87,840	12.0%	111
Movie genre seen at theater/6 months: horror	53,936	7.4%	130
Movie genre seen at theater/6 months: romance	58,968	8.1%	116
Movie genre seen at theater/6 months: science fiction	73,830	10.1%	114
Movie genre seen at theater/6 months: thriller	75,856	10.4%	113
Went to museum in last 12 months	136,296	18.7%	148
Attended classical music/opera performance/12 months	35,797	4.9%	147
Attended country music performance in last 12 months	27,617	3.8%	78
Attended rock music performance in last 12 months	67,780	9.3%	117
Played musical instrument in last 12 months	63,848	8.8%	107
Did painting/drawing in last 12 months	73,331	10.1%	100
Did photo album/scrapbooking in last 12 months	32,965	4.5%	103
Did photography in last 12 months	86,281	11.8%	113
Did Sudoku puzzle in last 12 months	66,128	9.1%	98
Participated in tailgating in last 12 months	24,830	3.4%	107
Went to live theater in last 12 months	90,410	12.4%	123
Visited a theme park in last 12 months	113,160	15.5%	108
Visited a theme park 5+ times in last 12 months	23,762	3.3%	101
Participated in trivia games in last 12 months	64,791	8.9%	114
Played video/electronic game (console) last 12 months	103,283	14.2%	121
Played video/electronic game (portable) last 12 months	50,021	6.9%	115
Visited an indoor water park in last 12 months	19,545	2.7%	111
Did woodworking in last 12 months	33,031	4.5%	81
Went to zoo in last 12 months	84,784	11.6%	103
Bought 1-2 DVDs/30 Days	17,745	2.4%	81
Bought 3+ DVDs/30 Days	13,249	1.8%	77
Rented DVDs (movie or other video) in last 30 days: 1	17,833	2.4%	105
Rented DVDs (movie or other video) in last 30 days: 2	11,005	1.5%	68
Rented DVDs (movie or other video) in last 30 days: 3+	22,379	3.1%	81
Rented movie or other video/30 days: action/adventure	152,260	20.9%	110
Rented movie or other video/30 days: classics	47,758	6.6%	122
Rented movie or other video/30 days: comedy	123,880	17.0%	106
Rented movie or other video/30 days: drama	105,618	14.5%	119
Rented movie or other video/30 days: family/children	46,344	6.4%	86
Rented movie or other video/30 days: foreign	33,555	4.6%	220
Rented movie or other video/30 days: horror	53,870	7.4%	130
Rented movie or other video/30 days: musical	26,972	3.7%	151
Rented movie or other video/30 days: news/documentary	43,309	5.9%	151
Rented movie or other video/30 days: romance	47,611	6.5%	115
Rented movie or other video/30 days: science fiction	59,336	8.1%	127
Rented movie or other video/30 days: TV show	65,047	8.9%	131
Rented movie or other video/30 days: western	17,341	2.4%	109

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Sports and Leisure Market Potential

Proposed Location
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Ring: 5 mile radius

Sample Report
Latitude: 41.87998
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	91,222	12.5%	105
Rented DVD/Blu-ray/30 days: from netflix.com	59,045	8.1%	103
Rented/purchased DVD/Blu-ray/30 days: from Redbox	51,175	7.0%	80
Bought any children`s toy/game in last 12 months	242,322	33.2%	92
Spent on toys/games for child last 12 months: \$1-49	44,628	6.1%	89
Spent on toys/games for child last 12 months: \$50-99	20,002	2.7%	88
Spent on toys/games for child last 12 months: \$100-199	46,144	6.3%	87
Spent on toys/games for child last 12 months: \$200-499	65,001	8.9%	88
Spent on toys/games for child last 12 months: \$500+	36,899	5.1%	92
Bought infant toy in last 12 months	47,424	6.5%	96
Bought pre-school toy in last 12 months	44,767	6.1%	89
Bought for child last 12 months: boy action figure	49,863	6.8%	93
Bought for child last 12 months: girl action figure	26,586	3.6%	115
Bought for child last 12 months: action game	19,127	2.6%	103
Bought for child last 12 months: bicycle	40,487	5.6%	90
Bought for child last 12 months: board game	93,565	12.8%	89
Bought for child last 12 months: builder set	34,904	4.8%	88
Bought for child last 12 months: car	53,503	7.3%	96
Bought for child last 12 months: construction toy	42,657	5.9%	94
Bought for child last 12 months: fashion doll	30,139	4.1%	97
Bought for child last 12 months: large/baby doll	40,090	5.5%	84
Bought for child last 12 months: doll accessories	26,133	3.6%	89
Bought for child last 12 months: doll clothing	23,616	3.2%	87
Bought for child last 12 months: educational toy	86,644	11.9%	90
Bought for child last 12 months: electronic doll/animal	16,844	2.3%	88
Bought for child last 12 months: electronic game	33,688	4.6%	83
Bought for child last 12 months: mechanical toy	30,966	4.2%	105
Bought for child last 12 months: model kit/set	25,343	3.5%	97
Bought for child last 12 months: plush doll/animal	60,843	8.3%	90
Bought for child last 12 months: water toy	51,315	7.0%	82
Bought for child last 12 months: word game	18,814	2.6%	107

Sample Report

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Sports and Leisure Market Potential

Proposed Location
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Sample Report
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	145,935	20.0%	115
Bought hardcover book in last 12 months	200,877	27.6%	113
Bought paperback book in last 12 months	248,341	34.1%	109
Bought 1-3 books in last 12 months	153,870	21.1%	103
Bought 4-6 books in last 12 months	93,096	12.8%	119
Bought 7+ books in last 12 months	144,997	19.9%	104
Bought book (fiction) in last 12 months	227,852	31.3%	109
Bought book (non-fiction) in last 12 months	229,611	31.5%	117
Bought biography in last 12 months	71,478	9.8%	118
Bought children`s book in last 12 months	65,708	9.0%	91
Bought cookbook in last 12 months	58,155	8.0%	117
Bought history book in last 12 months	83,869	11.5%	121
Bought mystery book in last 12 months	75,194	10.3%	89
Bought novel in last 12 months	125,806	17.3%	116
Bought religious book (Not Bible) in last 12 months	35,759	4.9%	83
Bought romance book in last 12 months	32,490	4.5%	81
Bought science fiction book in last 12 months	54,759	7.5%	122
Bought personal/business self-help book last 12 months	71,612	9.8%	126
Bought travel book in last 12 months	17,974	2.5%	128
Purchased greeting card in last 12 months	367,478	50.4%	93
Bought book from Barnes & Noble store in last 12 months	90,633	12.4%	116
Bought book from other book store in last 12 months	71,616	9.8%	111
Bought book from Amazon Online in last 12 months	260,920	35.8%	117
Bought book from Barnes & Noble Online in last 12 months	23,475	3.2%	134
Bought book from iTunes/Apple Books in last 12 months	17,162	2.4%	136
Listened to Audiobook in last 6 months	66,932	9.2%	115

Sample Report

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