

Demographic Summary		2024	2029	
Population		109,880	112,958	
Population 18+		87,008	90,447	
Households		39,144	41,139	
Median Household Income		\$92,126	\$103,533	
Product/Consumer Behavior		Expected Number of Adults/HHS	Percent	MPI
Participated in Aerobics/12 Mo		7,424	8.5%	111
Participated in Archery/12 Mo		1,747	2.0%	81
Participated in Backpacking/12 Mo		2,968	3.4%	99
Participated in Baseball/12 Mo		2,501	2.9%	99
Participated in Basketball/12 Mo		5,003	5.8%	104
Participated in Bicycling (Mountain)/12 Mo		3,174	3.6%	111
Participated in Bicycling (Road)/12 Mo		10,022	11.5%	105
Participated in Boating (Power)/12 Mo		3,137	3.6%	80
Participated in Bowling/12 Mo		7,044	8.1%	98
Participated in Canoeing or Kayaking/12 Mo		5,312	6.1%	83
Participated in Fishing (Fresh Water)/12 Mo		5,808	6.7%	68
Participated in Fishing (Salt Water)/12 Mo		2,981	3.4%	101
Participated in Football/12 Mo		1,913	2.2%	86
Participated in Frisbee/12 Mo		2,715	3.1%	95
Participated in Golf/12 Mo		6,729	7.7%	96
Participated in Hiking/12 Mo		18,521	21.3%	111
Participated in Horseback Riding/12 Mo		1,607	1.8%	91
Participated in Hunting w/Rifle/12 Mo		1,640	1.9%	57
Participated in Hunting w/Shotgun/12 Mo		1,149	1.3%	54
Participated in Ice Skating/12 Mo		2,408	2.8%	112
Participated in Jogging or Running/12 Mo		10,075	11.6%	112
Participated in Motorcycling/12 Mo		1,778	2.0%	80
Participated in Pickleball/12 Mo		2,303	2.6%	106
Participated in Pilates/12 Mo		2,689	3.1%	113
Participated in Ping Pong/12 Mo		3,271	3.8%	99
Participated in Rock Climbing/12 Mo		1,451	1.7%	97
Participated in Roller Skating/12 Mo		1,574	1.8%	97
Participated in Skiing (Downhill)/12 Mo		2,427	2.8%	106
Participated in Soccer/12 Mo		3,266	3.8%	119
Participated in Softball/12 Mo		1,375	1.6%	91
Participated in Swimming/12 Mo		13,079	15.0%	96
Participated in Target Shooting/12 Mo		3,276	3.8%	83
Participated in Tennis/12 Mo		3,689	4.2%	112
Participated in Volleyball/12 Mo		2,023	2.3%	93
Participated in Walking for Exercise/12 Mo		29,375	33.8%	103
Participated in Weight Lifting/12 Mo		13,900	16.0%	107
Participated in Yoga/12 Mo		9,756	11.2%	111
Participated in Zumba/12 Mo		3,090	3.6%	120
Spent \$1-99 on Sports/Recreation Equipment/12 Mo		5,660	6.5%	97
Spent \$100-249 on Sports/Recreation Equipment/12 Mo		5,259	6.0%	96
Spent \$250+ on Sports/Recreation Equipment/12 Mo		7,931	9.1%	93
Attend College Basketball Game/12 Mo		959	1.1%	82
Attend College Football Game/12 Mo		1,800	2.1%	83
Attend High School Sports Events/12 Mo		2,328	2.7%	75
Attend MLB Regular Season Baseball Game/12 Mo		4,963	5.7%	120
Attend Sports Events		13,462	15.5%	97
Listen to Sports Event on Radio/Online/12 Mo		7,513	8.6%	95
Watch Alpine Skiing or Ski Jumping on TV/Online		3,837	4.4%	97

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# Sports and Leisure Market Potential

380 New York St, Redlands, California, 92373  
Drive distance: 5 mile radius

Prepared by Esri  
Latitude: 34.05726  
Longitude: -117.19479

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV/Online	4,108	4.7%	98
Watch Bicycle Racing on TV/Online	2,147	2.5%	120
Watch Bowling on TV/Online	2,061	2.4%	97
Watch Boxing on TV/Online	6,396	7.4%	118
Watch College Basketball on TV/Online	9,028	10.4%	84
Watch College Football on TV/Online	19,368	22.3%	83
Watch Esports on TV/Online	3,336	3.8%	113
Watch Figure Skating on TV/Online	5,819	6.7%	100
Watch Fishing on TV/Online	2,237	2.6%	76
Watch Gymnastics on TV/Online	4,374	5.0%	93
Watch High School Sports on TV/Online	3,657	4.2%	80
Watch Horse Racing (at Track or OTB) on TV/Online	2,790	3.2%	103
Watch International Soccer on TV/Online	7,100	8.2%	135
Watch LPGA Golf on TV/Online	2,461	2.8%	94
Watch Marathon/Triathlon/Obstacle Race on TV/Online	1,625	1.9%	121
Watch Men`s Tennis on TV/Online	6,512	7.5%	111
Watch MLB Playoffs/World Series Baseball on TV/Online	16,047	18.4%	110
Watch MLB Regular Season Baseball on TV/Online	17,885	20.6%	105
Watch MLS Soccer on TV/Online	5,346	6.1%	127
Watch Motorcycle Racing on TV/Online	1,562	1.8%	101
Watch NASCAR Auto Racing on TV/Online	5,728	6.6%	81
Watch NBA Playoffs or Finals Basketball on TV/Online	14,818	17.0%	115
Watch NBA Regular Season Basketball on TV/Online	14,133	16.2%	115
Watch NCAA Tournament Basketball on TV/Online	10,140	11.7%	91
Watch NFL Playoffs or Super Bowl Football on TV/Online	27,999	32.2%	96
Watch NFL Sun/Mon/Thu Night Football Games on TV/Online	26,496	30.5%	94
Watch NFL Weekend Football Games on TV/Online	25,037	28.8%	95
Watch NHL Playoffs/St Stanley Cup Ice Hockey on TV/Online	6,618	7.6%	104
Watch NHL Regular Season Ice Hockey on TV/Online	7,051	8.1%	102
Watch Oth Mixed Martial Arts (MMA) on TV/Online	2,490	2.9%	98
Watch PGA Golf on TV/Online	10,203	11.7%	94
Watch Pro Beach Volleyball on TV/Online	1,871	2.2%	99
Watch Pro Bull Riding on TV/Online	1,966	2.3%	84
Watch Rodeo on TV/Online	1,558	1.8%	84
Watch Sports on TV/Online	54,491	62.6%	99
Watch Summer Extreme Sports on TV/Online	1,650	1.9%	95
Watch Summer Olympics on TV/Online	12,545	14.4%	102
Watch Track & Field on TV/Online	4,110	4.7%	106
Watch U.S. Men's Soccer National Team on TV/Online	4,967	5.7%	130
Watch U.S. Women's Soccer National Team on TV/Online	3,916	4.5%	123
Watch Ultimate Fighting Championship (UFC) on TV/Online	4,197	4.8%	108
Watch Winter Extreme Sports on TV/Online	2,034	2.3%	102
Watch Winter Olympics on TV/Online	10,914	12.5%	98
Watch WNBA Basketball on TV/Online	2,771	3.2%	103
Watch Women's Tennis on TV/Online	6,285	7.2%	109
Watch World Cup Soccer on TV/Online	9,498	10.9%	133
Watch Wrestling (WWE) on TV/Online	3,842	4.4%	104
College Basketball Super Fan (10-10 on 10 Scale)	2,072	2.4%	91
College Football Super Fan (10-10 on 10 Scale)	3,752	4.3%	81
Golf Super Fan (10-10 on 10 Scale)	1,314	1.5%	98
High School Sports Super Fan (10-10 on 10 Scale)	1,655	1.9%	91
Intl Soccer Super Fan (10-10 on 10 Scale)	2,881	3.3%	134
MLB Super Fan (10-10 on 10 Scale)	4,490	5.2%	121
MLS Soccer Super Fan (10-10 on 10 Scale)	1,596	1.8%	139
NASCAR Super Fan (10-10 on 10 Scale)	1,329	1.5%	91
NBA Super Fan (10-10 on 10 Scale)	3,912	4.5%	122
NFL Super Fan (10-10 on 10 Scale)	8,152	9.4%	99
NHL Super Fan (10-10 on 10 Scale)	2,421	2.8%	120
Pro Wrestling Super Fan (10-10 on 10 Scale)	1,070	1.2%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	13,579	15.6%	94
Member of Church Board	1,620	1.9%	74
Member of Fraternal Order	1,975	2.3%	99
Member of Religious Club	1,900	2.2%	98
Member of Union	4,798	5.5%	124
Member of Veterans Club	1,659	1.9%	76
Participate in Indoor Gardening or Plant Care	15,684	18.0%	106
Attended Adult Education Course/12 Mo	10,430	12.0%	105
Visited Aquarium/12 Mo	6,232	7.2%	100
Went to Art Gallery/12 Mo	8,816	10.1%	109
Attended Auto Show/12 Mo	4,596	5.3%	97
Did Baking/12 Mo	24,942	28.7%	96
Barbecued/12 Mo	26,833	30.8%	100
Went to Bar or Night Club/12 Mo	15,382	17.7%	100
Went to Beach/12 Mo	28,242	32.5%	113
Played Billiards or Pool/12 Mo	4,244	4.9%	93
Played Bingo/12 Mo	3,348	3.8%	92
Did Birdwatching/12 Mo	5,630	6.5%	86
Played Board Game/12 Mo	18,754	21.6%	99
Read Book/12 Mo	33,220	38.2%	100
Participated in Book Club/12 Mo	3,537	4.1%	102
Went on Overnight Camping Trip/12 Mo	11,376	13.1%	96
Played Cards/12 Mo	14,046	16.1%	91
Played Chess/12 Mo	3,744	4.3%	104
Played Computer Game Offline (w/Software)/12 Mo	7,659	8.8%	100
Played Computer Game Online/12 Mo	12,771	14.7%	97
Cooked for Fun/12 Mo	23,626	27.2%	100
Did Crossword Puzzle/12 Mo	11,487	13.2%	99
Danced or Went Dancing/12 Mo	6,460	7.4%	114
Attended Dance Performance/12 Mo	2,795	3.2%	102
Dined Out/12 Mo	47,989	55.2%	99
Flew a Drone/12 Mo	2,481	2.9%	110
Attended State or County Fair/12 Mo	8,555	9.8%	91
Participated in Fantasy Sports League/12 Mo	4,283	4.9%	102
Did Furniture Refinishing/12 Mo	3,902	4.5%	95
Gambled at Casino/12 Mo	11,250	12.9%	109
Gambled in Las Vegas/12 Mo	4,867	5.6%	151
Participated in Genealogy/12 Mo	4,281	4.9%	98
Attended Horse Races/12 Mo	1,848	2.1%	101
Participated in Karaoke/12 Mo	3,643	4.2%	115
Bought Lottery Ticket/12 Mo	28,482	32.7%	102
Played Lottery 6+ Times/30 Days	8,581	9.9%	103
Bought Daily Drawing Lottery Ticket/12 Mo	2,357	2.7%	90
Bought Instant Game Lottery Ticket/12 Mo	14,323	16.5%	93
Bought Mega Millions Lottery Ticket/12 Mo	16,195	18.6%	111
Bought Powerball Lottery Ticket/12 Mo	16,726	19.2%	104
Attended Movie/6 Mo	41,327	47.5%	108
Attended Movie 1+ Times Wk/90 Days	1,225	1.4%	131
Attended Movie 2-3 Times Month/90 Days	2,466	2.8%	117
Attended Movie 1 Time Month/90 Days	5,328	6.1%	119
Attended Movie < 1 Time Month/90 Days	28,595	32.9%	105
Saw Action Genre Movie at Theater/6 Mo	18,330	21.1%	113
Saw Adventure Genre Movie at Theater/6 Mo	16,846	19.4%	110

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Saw Animation Genre Movie at Theater/6 Mo	7,412	8.5%	115
Saw Biography Genre Movie at Theater/6 Mo	2,603	3.0%	105
Saw Comedy Genre Movie at Theater/6 Mo	12,500	14.4%	110
Saw Crime Genre Movie at Theater/6 Mo	6,741	7.7%	118
Saw Drama Genre Movie at Theater/6 Mo	12,629	14.5%	113
Saw Family Genre Movie at Theater/6 Mo	2,980	3.4%	111
Saw Fantasy Genre Movie at Theater/6 Mo	9,496	10.9%	116
Saw Horror Genre Movie at Theater/6 Mo	5,555	6.4%	116
Saw Romance Genre Movie at Theater/6 Mo	1,390	1.6%	106
Saw Science Fiction Genre Movie at Theater/6 Mo	8,202	9.4%	116
Saw Thriller Genre Movie at Theater/6 Mo	7,331	8.4%	112
Went to Museum/12 Mo	11,986	13.8%	103
Attended Classical Music/Opera Performance/12 Mo	3,144	3.6%	111
Attended Country Music Performance/12 Mo	3,486	4.0%	85
Attended Rock Music Performance/12 Mo	7,314	8.4%	103
Played Musical Instrument/12 Mo	7,665	8.8%	104
Did Painting/Drawing/Sculpting/12 Mo	9,373	10.8%	102
Did Photo Album or Scrapbooking/12 Mo	4,133	4.8%	101
Did Photography/12 Mo	10,420	12.0%	106
Did Sudoku Puzzle/12 Mo	8,871	10.2%	102
Participated in Tailgating/12 Mo	2,641	3.0%	94
Went to Live Theater/12 Mo	7,953	9.1%	105
Visited Theme Park/12 Mo	15,672	18.0%	115
Visited Theme Park 5+ Days/12 Mo	3,273	3.8%	108
Participated in Trivia Games/12 Mo	6,473	7.4%	100
Played (Console) Video or Electronic Game/12 Mo	10,858	12.5%	99
Played (Portable) Video or Electronic Game/12 Mo	6,088	7.0%	102
Visited Indoor Water Park/12 Mo	1,810	2.1%	80
Did Woodworking/12 Mo	3,860	4.4%	82
Went to Zoo/12 Mo	10,318	11.9%	94
Bought 1-2 DVDs/30 Days	1,615	1.9%	82
Bought 3+ DVDs/30 Days	1,156	1.3%	80
Rented 1 DVD (Movie or Other Video)/30 Days	1,449	1.7%	102
Rented 2 DVDs (Movie or Other Video)/30 Days	860	1.0%	85
Rented 3+ DVDs (Movie or Other Video)/30 Days	1,903	2.2%	98
Rented Action or Adventure Movie/30 Days	13,898	16.0%	107
Rented Classic Movie/30 Days	3,383	3.9%	106
Rented Comedy Movie/30 Days	9,774	11.2%	102
Rented Drama Movie/30 Days	8,684	10.0%	109
Rented Family or Children`s Movie/30 Days	3,648	4.2%	94
Rented Foreign Movie/30 Days	2,080	2.4%	133
Rented Horror Movie/30 Days	3,922	4.5%	102
Rented Musical Movie/30 Days	1,572	1.8%	104
Rented News or Documentary Movie/30 Days	3,250	3.7%	110
Rented Romance Movie/30 Days	3,174	3.6%	103
Rented Science Fiction Movie/30 Days	4,620	5.3%	111
Rented TV Show Movie/30 Days	5,026	5.8%	105
Rented Western Movie/30 Days	1,450	1.7%	99
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	9,936	11.4%	104
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	2,923	3.4%	103
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	4,093	4.7%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	32,857	37.8%	99
Spent \$1-49 on Toys or Games for Child/12 Mo	5,989	6.9%	102
Spent \$50-99 on Toys or Games for Child/12 Mo	2,685	3.1%	102
Spent \$100-199 on Toys or Games for Child/12 Mo	6,290	7.2%	96
Spent \$200-499 on Toys or Games for Child/12 Mo	9,276	10.7%	95
Spent \$500+ on Toys or Games for Child/12 Mo	4,987	5.7%	98
Bought Infant Toy/12 Mo	6,444	7.4%	103
Bought Pre-School Toy/12 Mo	5,677	6.5%	93
Bought Boy Action Figure for Child/12 Mo	6,369	7.3%	98
Bought Girl Action Figure for Child/12 Mo	2,649	3.0%	94
Bought Action Game for Child/12 Mo	1,915	2.2%	93
Bought Bicycle for Child/12 Mo	4,126	4.7%	90
Bought Board Game for Child/12 Mo	12,085	13.9%	97
Bought Builder Set for Child/12 Mo	4,546	5.2%	94
Bought Car for Child/12 Mo	6,477	7.4%	96
Bought Construction Toy for Child/12 Mo	5,644	6.5%	95
Bought Fashion Doll for Child/12 Mo	3,948	4.5%	96
Bought Large/Baby Doll for Child/12 Mo	5,480	6.3%	98
Bought Doll Accessories for Child/12 Mo	2,872	3.3%	89
Bought Doll Clothing for Child/12 Mo	2,822	3.2%	87
Bought Educational Toy for Child/12 Mo	12,184	14.0%	100
Bought Electronic Doll or Animal for Child/12 Mo	2,243	2.6%	101
Bought Electronic Game for Child/12 Mo	4,505	5.2%	97
Bought Mechanical Toy for Child/12 Mo	3,232	3.7%	98
Bought Model Kit or Set for Child/12 Mo	3,457	4.0%	104
Bought Plush Doll or Animal for Child/12 Mo	9,554	11.0%	100
Bought Sound Game for Child/12 Mo	1,117	1.3%	97
Bought Water Toy for Child/12 Mo	7,204	8.3%	98
Bought Word Game for Child/12 Mo	1,866	2.1%	96
Bought Digital Book/12 Mo	16,158	18.6%	102
Bought Hardcover Book/12 Mo	23,162	26.6%	99
Bought Paperback Book/12 Mo	29,873	34.3%	100
Bought 1-3 Books/12 Mo	19,167	22.0%	104
Bought 4-6 Books/12 Mo	10,385	11.9%	101
Bought 7+ Books/12 Mo	17,421	20.0%	95
Bought Fiction Book/12 Mo	26,893	30.9%	98
Bought Non-Fiction Book/12 Mo	25,723	29.6%	102
Bought Biography/12 Mo	7,533	8.7%	101
Bought Children`s Book/12 Mo	8,451	9.7%	94
Bought Cookbook/12 Mo	5,855	6.7%	94
Bought History Book/12 Mo	8,905	10.2%	99
Bought Mystery Book/12 Mo	10,458	12.0%	98
Bought Novel/12 Mo	14,776	17.0%	102
Bought Religious Book (Not Bible)/12 Mo	4,822	5.5%	87
Bought Romance Book/12 Mo	4,887	5.6%	88
Bought Science Fiction Book/12 Mo	5,882	6.8%	94
Bought Personal/Business Self-Help Book/12 Mo	7,744	8.9%	108
Bought Travel Book/12 Mo	1,775	2.0%	109
Purchased Greeting Card/6 Mo	44,253	50.9%	99
Bought Book from Barnes & Noble Store/12 Mo	10,249	11.8%	105
Bought Book from Oth Book Store/12 Mo	8,890	10.2%	99
Bought Book from Amazon Online/12 Mo	30,710	35.3%	102
Bought Book from Barnes & Noble Online/12 Mo	2,049	2.4%	93
Bought Book from iTunes/Apple Books/12 Mo	1,564	1.8%	107
Listened to Audiobook/6 Mo	7,225	8.3%	101

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