



Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Demographic Summary		2015	2020
Population		57,033	61,397
Population 18+		53,634	57,674
Households		32,801	35,719
Median Household Income		\$93,852	\$104,122

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	6,130	11.4%	128
Participated in archery in last 12 months	475	0.9%	32
Participated in auto racing in last 12 months	251	0.5%	23
Participated in backpacking in last 12 months	2,469	4.6%	157
Participated in baseball in last 12 months	2,587	4.8%	108
Participated in basketball in last 12 months	5,669	10.6%	127
Participated in bicycling (mountain) in last 12 months	1,992	3.7%	92
Participated in bicycling (road) in last 12 months	7,555	14.1%	143
Participated in boating (power) in last 12 months	2,147	4.0%	76
Participated in bowling in last 12 months	5,563	10.4%	106
Participated in canoeing/kayaking in last 12 months	4,064	7.6%	141
Participated in fishing (fresh water) in last 12 months	3,295	6.1%	50
Participated in fishing (salt water) in last 12 months	1,132	2.1%	52
Participated in football in last 12 months	3,213	6.0%	120
Participated in Frisbee in last 12 months	4,410	8.2%	178
Participated in golf in last 12 months	4,425	8.3%	87
Participated in hiking in last 12 months	8,583	16.0%	160
Participated in horseback riding in last 12 months	1,241	2.3%	95
Participated in hunting with rifle in last 12 months	649	1.2%	26
Participated in hunting with shotgun in last 12 months	1,414	2.6%	65
Participated in ice skating in last 12 months	2,184	4.1%	158
Participated in jogging/running in last 12 months	13,504	25.2%	198
Participated in motorcycling in last 12 months	794	1.5%	48
Participated in Pilates in last 12 months	2,349	4.4%	157
Participated in skiing (downhill) in last 12 months	2,601	4.8%	169
Participated in soccer in last 12 months	2,962	5.5%	147
Participated in softball in last 12 months	2,783	5.2%	152
Participated in swimming in last 12 months	9,046	16.9%	107
Participated in target shooting in last 12 months	2,529	4.7%	104
Participated in tennis in last 12 months	4,173	7.8%	183
Participated in volleyball in last 12 months	2,515	4.7%	132
Participated in walking for exercise in last 12 months	17,492	32.6%	116
Participated in weight lifting in last 12 months	9,772	18.2%	171
Participated in yoga in last 12 months	8,888	16.6%	232
Spent on sports/rec equip in last 12 months: \$1-99	3,489	6.5%	109
Spent on sports/rec equip in last 12 months: \$100-\$249	2,372	4.4%	68
Spent on sports/rec equip in last 12 months: \$250+	4,560	8.5%	122
Attend sports events	16,712	31.2%	133
Attend sports events: auto racing (NASCAR)	339	0.6%	31
Attend sports events: baseball game - MLB reg seas	9,825	18.3%	191
Attend sports events: basketball game (college)	1,816	3.4%	115
Attend sports events: basketball game-NBA reg seas	2,185	4.1%	129
Attend sports events: football game (college)	3,796	7.1%	126
Attend sports events: football game-NFL Mon/Thurs	1,797	3.4%	130
Attend sports events: football game - NFL weekend	4,097	7.6%	164
Attend sports events: high school sports	2,264	4.2%	92
Attend sports events: ice hockey game-NHL reg seas	2,214	4.1%	148

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 2015 and 2020.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	6,994	13.0%	84
Listen to baseball (MLB reg season) on radio often	1,478	2.8%	116
Listen to football (NFL Mon/Thurs) on radio often	791	1.5%	77
Listen to football (NFL wknd games) on radio often	691	1.3%	58
Listen to football (college) on radio often	746	1.4%	64
Watch sports on TV	34,804	64.9%	103
Watch on TV: alpine skiing/ski jumping	3,703	6.9%	124
Watch on TV: auto racing (NASCAR)	5,198	9.7%	67
Watch on TV: auto racing (not NASCAR)	1,828	3.4%	57
Watch on TV: baseball (MLB regular season)	15,856	29.6%	125
Watch on TV: baseball (MLB playoffs/World Series)	14,636	27.3%	117
Watch on TV: basketball (college)	10,591	19.7%	128
Watch on TV: basketball (NCAA tournament)	10,037	18.7%	119
Watch on TV: basketball (NBA regular season)	11,069	20.6%	112
Watch on TV: basketball (NBA playoffs/finals)	12,807	23.9%	120
Watch on TV: basketball (WNBA)	3,164	5.9%	130
Watch on TV: bicycle racing	1,245	2.3%	79
Watch on TV: bowling	1,109	2.1%	61
Watch on TV: boxing	4,318	8.1%	94
Watch on TV: bull riding (pro)	1,385	2.6%	47
Watch on TV: Equestrian events	1,039	1.9%	58
Watch on TV: extreme sports (summer)	3,000	5.6%	91
Watch on TV: extreme sports (winter)	3,351	6.2%	92
Watch on TV: figure skating	5,067	9.4%	90
Watch on TV: fishing	1,486	2.8%	40
Watch on TV: football (college)	13,723	25.6%	97
Watch on TV: football (NFL Mon/Thurs night games)	19,211	35.8%	105
Watch on TV: football (NFL weekend games)	21,282	39.7%	109
Watch on TV: football (NFL playoffs/Super Bowl)	21,617	40.3%	108
Watch on TV: golf (PGA)	8,380	15.6%	106
Watch on TV: golf (LPGA)	1,703	3.2%	64
Watch on TV: gymnastics	3,890	7.3%	88
Watch on TV: horse racing	1,123	2.1%	56
Watch on TV: ice hockey (NHL regular season)	6,213	11.6%	127
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	6,241	11.6%	123
Watch on TV: marathon/road running/triathlon	1,584	3.0%	132
Watch on TV: mixed martial arts (MMA)	4,044	7.5%	149
Watch on TV: motorcycle racing	2,050	3.8%	84
Watch on TV: Olympics (summer)	15,238	28.4%	107
Watch on TV: Olympics (winter)	14,098	26.3%	103
Watch on TV: poker	2,742	5.1%	78
Watch on TV: rodeo	1,707	3.2%	64
Watch on TV: soccer (MLS)	4,228	7.9%	144
Watch on TV: soccer (World Cup)	8,833	16.5%	173
Watch on TV: tennis (men`s)	7,442	13.9%	152
Watch on TV: tennis (women`s)	6,470	12.1%	137
Watch on TV: track & field	3,765	7.0%	125
Watch on TV: truck and tractor pull/mud racing	619	1.2%	40
Watch on TV: volleyball (pro beach)	3,130	5.8%	132
Watch on TV: weightlifting	1,529	2.9%	161
Watch on TV: wrestling (WWE)	1,008	1.9%	57

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	3,870	7.2%	61
Member of charitable organization	2,742	5.1%	113
Member of church board	1,315	2.5%	79
Member of fraternal order	1,409	2.6%	99
Member of religious club	1,519	2.8%	78
Member of union	2,795	5.2%	128
Member of veterans club	553	1.0%	44
Attended adult education course in last 12 months	5,062	9.4%	145
Went to art gallery in last 12 months	9,749	18.2%	248
Attended auto show in last 12 months	3,344	6.2%	76
Did baking in last 12 months	12,156	22.7%	98
Went to bar/night club in last 12 months	17,614	32.8%	192
Went to beach in last 12 months	16,884	31.5%	133
Played billiards/pool in last 12 months	7,144	13.3%	173
Played bingo in last 12 months	1,729	3.2%	77
Did birdwatching in last 12 months	1,621	3.0%	63
Played board game in last 12 months	10,426	19.4%	146
Read book in last 12 months	21,810	40.7%	118
Participated in book club in last 12 months	2,090	3.9%	142
Went on overnight camping trip in last 12 months	8,250	15.4%	121
Played cards in last 12 months	8,435	15.7%	95
Played chess in last 12 months	2,805	5.2%	161
Played computer game (offline w/software)/12 months	4,582	8.5%	119
Played computer game (online w/software)/12 months	4,939	9.2%	132
Played computer game (online w/o software)/12 months	4,636	8.6%	93
Cooked for fun in last 12 months	14,671	27.4%	125
Did crossword puzzle in last 12 months	6,030	11.2%	99
Danced/went dancing in last 12 months	7,402	13.8%	159
Attended dance performance in last 12 months	2,881	5.4%	131
Dined out in last 12 months	28,015	52.2%	116
Participated in fantasy sports league last 12 months	4,370	8.1%	200
Did furniture refinishing in last 12 months	1,540	2.9%	103
Gambled at casino in last 12 months	7,651	14.3%	97
Gambled in Atlantic City in last 12 months	1,966	3.7%	152
Gambled in Las Vegas in last 12 months	2,813	5.2%	127
Participate in indoor gardening/plant care	4,394	8.2%	85
Attended horse races in last 12 months	2,736	5.1%	185
Participated in karaoke in last 12 months	5,811	10.8%	297
Bought lottery ticket in last 12 months	17,316	32.3%	89
Played lottery 6+ times in last 30 days	4,236	7.9%	68
Bought lottery ticket in last 12 months: Daily Drawing	1,362	2.5%	61
Bought lottery ticket in last 12 months: Instant Game	7,310	13.6%	80
Bought lottery ticket in last 12 months: Mega Millions	9,282	17.3%	97
Bought lottery ticket in last 12 months: Powerball	7,274	13.6%	72
Attended a movie in last 6 months	38,276	71.4%	118
Attended movie in last 90 days: once/week or more	1,229	2.3%	99
Attended movie in last 90 days: 2-3 times a month	4,111	7.7%	125
Attended movie in last 90 days: once a month	9,575	17.9%	171
Attended movie in last 90 days: < once a month	21,329	39.8%	110
Movie genre seen at theater/6 months: action	17,889	33.4%	125

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	20,338	37.9%	134
Movie genre seen at theater/6 months: comedy	20,077	37.4%	133
Movie genre seen at theater/6 months: crime	11,589	21.6%	145
Movie genre seen at theater/6 months: drama	22,488	41.9%	140
Movie genre seen at theater/6 months: family	8,709	16.2%	118
Movie genre seen at theater/6 months: fantasy	12,981	24.2%	130
Movie genre seen at theater/6 months: horror	5,523	10.3%	145
Movie genre seen at theater/6 months: romance	12,505	23.3%	151
Movie genre seen at theater/6 months: science fiction	12,722	23.7%	152
Movie genre seen at theater/6 months: thriller	14,220	26.5%	159
Went to museum in last 12 months	14,299	26.7%	206
Attended classical music/opera performance/12 months	4,347	8.1%	212
Attended country music performance in last 12 months	2,315	4.3%	79
Attended rock music performance in last 12 months	10,100	18.8%	193
Played musical instrument in last 12 months	7,023	13.1%	187
Did painting/drawing in last 12 months	4,790	8.9%	152
Did photo album/scrapbooking in last 12 months	3,165	5.9%	104
Did photography in last 12 months	5,826	10.9%	110
Did Sudoku puzzle in last 12 months	7,004	13.1%	123
Went to live theater in last 12 months	12,845	23.9%	191
Visited a theme park in last 12 months	8,790	16.4%	91
Visited a theme park 5+ times in last 12 months	1,793	3.3%	89
Participated in trivia games in last 12 months	3,945	7.4%	141
Played video/electronic game (console) last 12 months	7,439	13.9%	122
Played video/electronic game (portable) last 12 months	3,824	7.1%	159
Visited an indoor water park in last 12 months	878	1.6%	52
Did woodworking in last 12 months	1,844	3.4%	79
Participated in word games in last 12 months	6,048	11.3%	105
Went to zoo in last 12 months	7,422	13.8%	118
Purchased DVDs in last 30 days: 1	1,609	3.0%	79
Purchased DVDs in last 30 days: 2	780	1.5%	47
Purchased DVDs in last 30 days: 3+	1,426	2.7%	47
Purchased DVD/Blu-ray disc online in last 12 months	4,111	7.7%	118
Rented DVDs in last 30 days: 1	2,571	4.8%	124
Rented DVDs in last 30 days: 2	2,947	5.5%	114
Rented DVDs in last 30 days: 3+	10,715	20.0%	118
Rented movie/oth video/30 days: action/adventure	17,192	32.1%	124
Rented movie/oth video/30 days: classics	6,675	12.4%	164
Rented movie/oth video/30 days: comedy	18,705	34.9%	136
Rented movie/oth video/30 days: drama	14,426	26.9%	154
Rented movie/oth video/30 days: family/children	4,397	8.2%	74
Rented movie/oth video/30 days: foreign	6,192	11.5%	357
Rented movie/oth video/30 days: horror	6,287	11.7%	125
Rented movie/oth video/30 days: musical	2,371	4.4%	148
Rented movie/oth video/30 days: news/documentary	3,977	7.4%	178
Rented movie/oth video/30 days: romance	7,702	14.4%	136
Rented movie/oth video/30 days: science fiction	7,462	13.9%	170
Rented movie/oth video/30 days: TV show	8,978	16.7%	203
Rented movie/oth video/30 days: western	1,413	2.6%	80

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,567	2.9%	89
Rented DVD/Blu-ray/30 days: from netflix.com	10,984	20.5%	162
Rented/purch DVD/Blu-ray/30 days: from Redbox	9,600	17.9%	100
HH owns ATV/UTV	208	0.6%	12
Bought any children`s toy/game in last 12 months	16,928	31.6%	95
Spent on toys/games for child last 12 months: <\$50	3,677	6.9%	112
Spent on toys/games for child last 12 months: \$50-99	913	1.7%	64
Spent on toys/games for child last 12 months: \$100-199	2,365	4.4%	71
Spent on toys/games for child last 12 months: \$200-499	5,657	10.5%	110
Spent on toys/games for child last 12 months: \$500+	1,380	2.6%	52
Bought any toys/games online in last 12 months	4,919	9.2%	138
Bought infant toy in last 12 months	4,392	8.2%	125
Bought pre-school toy in last 12 months	3,221	6.0%	85
Bought for child last 12 months: boy action figure	3,537	6.6%	92
Bought for child last 12 months: girl action figure	991	1.8%	63
Bought for child last 12 months: action game	1,683	3.1%	120
Bought for child last 12 months: bicycle	1,855	3.5%	53
Bought for child last 12 months: board game	5,651	10.5%	104
Bought for child last 12 months: builder set	1,181	2.2%	56
Bought for child last 12 months: car	3,107	5.8%	62
Bought for child last 12 months: construction toy	2,258	4.2%	85
Bought for child last 12 months: fashion doll	1,997	3.7%	79
Bought for child last 12 months: large/baby doll	2,589	4.8%	72
Bought for child last 12 months: doll accessories	1,250	2.3%	65
Bought for child last 12 months: doll clothing	1,271	2.4%	63
Bought for child last 12 months: educational toy	6,480	12.1%	101
Bought for child last 12 months: electronic doll/animal	1,687	3.1%	131
Bought for child last 12 months: electronic game	3,308	6.2%	76
Bought for child last 12 months: mechanical toy	1,551	2.9%	80
Bought for child last 12 months: model kit/set	780	1.5%	60
Bought for child last 12 months: plush doll/animal	3,303	6.2%	83
Bought for child last 12 months: sound game	819	1.5%	71
Bought for child last 12 months: water toy	2,586	4.8%	52
Bought for child last 12 months: word game	1,568	2.9%	93

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	9,857	18.4%	165
Bought hardcover book in last 12 months	16,054	29.9%	133
Bought paperback book in last 12 months	22,977	42.8%	127
Bought 1-3 books in last 12 months	9,891	18.4%	93
Bought 4-6 books in last 12 months	8,038	15.0%	140
Bought 7+ books in last 12 months	14,949	27.9%	154
Bought book (fiction) in last 12 months	19,410	36.2%	129
Bought book (non-fiction) in last 12 months	20,416	38.1%	161
Bought biography in last 12 months	6,991	13.0%	178
Bought children`s book in last 12 months	5,012	9.3%	97
Bought cookbook in last 12 months	6,766	12.6%	139
Bought history book in last 12 months	8,117	15.1%	191
Bought mystery book in last 12 months	5,333	9.9%	86
Bought novel in last 12 months	15,680	29.2%	179
Bought religious book (not bible) in last 12 mo	3,064	5.7%	87
Bought romance book in last 12 months	3,067	5.7%	80
Bought science fiction book in last 12 months	4,219	7.9%	139
Bought personal/business self-help book last 12 months	6,133	11.4%	190
Bought travel book in last 12 months	2,470	4.6%	193
Bought book online in last 12 months	16,101	30.0%	157
Bought book last 12 months: amazon.com	15,125	28.2%	173
Bought book last 12 months: barnes&noble.com	2,367	4.4%	134
Bought book last 12 months: Barnes & Noble book store	14,142	26.4%	166
Bought book last 12 months: other book store (not B&N)	9,519	17.7%	150
Bought book last 12 months: through book club	880	1.6%	90
Bought book last 12 months: mail order	1,096	2.0%	92
Listened to/purchased audiobook in last 6 months	5,201	9.7%	210

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Demographic Summary		2015	2020
Population		346,518	360,284
Population 18+		300,956	314,142
Households		179,919	188,120
Median Household Income		\$65,793	\$78,805

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	31,376	10.4%	117
Participated in archery in last 12 months	3,535	1.2%	43
Participated in auto racing in last 12 months	2,056	0.7%	34
Participated in backpacking in last 12 months	11,047	3.7%	125
Participated in baseball in last 12 months	14,025	4.7%	104
Participated in basketball in last 12 months	28,074	9.3%	112
Participated in bicycling (mountain) in last 12 months	11,200	3.7%	93
Participated in bicycling (road) in last 12 months	37,412	12.4%	127
Participated in boating (power) in last 12 months	11,582	3.8%	73
Participated in bowling in last 12 months	29,598	9.8%	101
Participated in canoeing/kayaking in last 12 months	18,857	6.3%	117
Participated in fishing (fresh water) in last 12 months	19,101	6.3%	51
Participated in fishing (salt water) in last 12 months	7,399	2.5%	61
Participated in football in last 12 months	15,517	5.2%	103
Participated in Frisbee in last 12 months	19,690	6.5%	142
Participated in golf in last 12 months	24,308	8.1%	85
Participated in hiking in last 12 months	39,176	13.0%	130
Participated in horseback riding in last 12 months	6,587	2.2%	90
Participated in hunting with rifle in last 12 months	4,629	1.5%	33
Participated in hunting with shotgun in last 12 months	6,571	2.2%	54
Participated in ice skating in last 12 months	9,879	3.3%	128
Participated in jogging/running in last 12 months	61,343	20.4%	160
Participated in motorcycling in last 12 months	4,582	1.5%	50
Participated in Pilates in last 12 months	12,211	4.1%	145
Participated in skiing (downhill) in last 12 months	13,485	4.5%	156
Participated in soccer in last 12 months	16,084	5.3%	142
Participated in softball in last 12 months	12,182	4.0%	118
Participated in swimming in last 12 months	45,799	15.2%	96
Participated in target shooting in last 12 months	11,362	3.8%	83
Participated in tennis in last 12 months	20,403	6.8%	159
Participated in volleyball in last 12 months	12,907	4.3%	121
Participated in walking for exercise in last 12 months	88,296	29.3%	105
Participated in weight lifting in last 12 months	43,723	14.5%	137
Participated in yoga in last 12 months	41,367	13.7%	192
Spent on sports/rec equip in last 12 months: \$1-99	16,663	5.5%	93
Spent on sports/rec equip in last 12 months: \$100-\$249	16,133	5.4%	82
Spent on sports/rec equip in last 12 months: \$250+	20,430	6.8%	97
Attend sports events	76,717	25.5%	108
Attend sports events: auto racing (NASCAR)	2,260	0.8%	37
Attend sports events: baseball game - MLB reg seas	43,588	14.5%	151
Attend sports events: basketball game (college)	8,578	2.9%	97
Attend sports events: basketball game-NBA reg seas	12,467	4.1%	131
Attend sports events: football game (college)	16,933	5.6%	100
Attend sports events: football game-NFL Mon/Thurs	9,147	3.0%	118
Attend sports events: football game - NFL weekend	17,552	5.8%	126
Attend sports events: high school sports	10,236	3.4%	74
Attend sports events: ice hockey game-NHL reg seas	10,367	3.4%	123

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 2015 and 2020.



Sports and Leisure Market Potential

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

Sample Report
 Latitude: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	39,793	13.2%	86
Listen to baseball (MLB reg season) on radio often	7,482	2.5%	104
Listen to football (NFL Mon/Thurs) on radio often	5,074	1.7%	88
Listen to football (NFL wknd games) on radio often	4,477	1.5%	67
Listen to football (college) on radio often	4,420	1.5%	68
Watch sports on TV	176,336	58.6%	93
Watch on TV: alpine skiing/ski jumping	17,700	5.9%	105
Watch on TV: auto racing (NASCAR)	25,922	8.6%	60
Watch on TV: auto racing (not NASCAR)	10,689	3.6%	59
Watch on TV: baseball (MLB regular season)	75,095	25.0%	105
Watch on TV: baseball (MLB playoffs/World Series)	70,315	23.4%	100
Watch on TV: basketball (college)	45,913	15.3%	99
Watch on TV: basketball (NCAA tournament)	45,388	15.1%	96
Watch on TV: basketball (NBA regular season)	57,843	19.2%	105
Watch on TV: basketball (NBA playoffs/finals)	64,371	21.4%	108
Watch on TV: basketball (WNBA)	15,022	5.0%	110
Watch on TV: bicycle racing	7,746	2.6%	88
Watch on TV: bowling	7,397	2.5%	72
Watch on TV: boxing	25,328	8.4%	98
Watch on TV: bull riding (pro)	8,218	2.7%	49
Watch on TV: Equestrian events	6,537	2.2%	65
Watch on TV: extreme sports (summer)	16,014	5.3%	86
Watch on TV: extreme sports (winter)	17,088	5.7%	83
Watch on TV: figure skating	25,883	8.6%	81
Watch on TV: fishing	10,150	3.4%	49
Watch on TV: football (college)	63,913	21.2%	80
Watch on TV: football (NFL Mon/Thurs night games)	93,622	31.1%	91
Watch on TV: football (NFL weekend games)	100,848	33.5%	92
Watch on TV: football (NFL playoffs/Super Bowl)	104,901	34.9%	93
Watch on TV: golf (PGA)	38,308	12.7%	87
Watch on TV: golf (LPGA)	9,891	3.3%	66
Watch on TV: gymnastics	20,536	6.8%	83
Watch on TV: horse racing	6,970	2.3%	62
Watch on TV: ice hockey (NHL regular season)	30,722	10.2%	112
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	31,649	10.5%	111
Watch on TV: marathon/road running/triathlon	8,321	2.8%	124
Watch on TV: mixed martial arts (MMA)	17,972	6.0%	118
Watch on TV: motorcycle racing	10,563	3.5%	77
Watch on TV: Olympics (summer)	72,822	24.2%	91
Watch on TV: Olympics (winter)	67,558	22.4%	88
Watch on TV: poker	15,761	5.2%	80
Watch on TV: rodeo	9,200	3.1%	62
Watch on TV: soccer (MLS)	21,207	7.0%	128
Watch on TV: soccer (World Cup)	42,918	14.3%	149
Watch on TV: tennis (men`s)	36,206	12.0%	132
Watch on TV: tennis (women`s)	32,235	10.7%	122
Watch on TV: track & field	17,817	5.9%	105
Watch on TV: truck and tractor pull/mud racing	4,316	1.4%	49
Watch on TV: volleyball (pro beach)	14,620	4.9%	110
Watch on TV: weightlifting	6,979	2.3%	131
Watch on TV: wrestling (WWE)	6,704	2.2%	68

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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: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	23,134	7.7%	65
Member of charitable organization	14,370	4.8%	105
Member of church board	7,569	2.5%	81
Member of fraternal order	7,484	2.5%	94
Member of religious club	9,062	3.0%	83
Member of union	13,086	4.3%	106
Member of veterans club	3,586	1.2%	50
Attended adult education course in last 12 months	25,363	8.4%	129
Went to art gallery in last 12 months	45,007	15.0%	204
Attended auto show in last 12 months	19,230	6.4%	77
Did baking in last 12 months	64,140	21.3%	92
Went to bar/night club in last 12 months	79,593	26.4%	155
Went to beach in last 12 months	89,485	29.7%	126
Played billiards/pool in last 12 months	32,221	10.7%	139
Played bingo in last 12 months	10,641	3.5%	85
Did birdwatching in last 12 months	9,176	3.0%	64
Played board game in last 12 months	47,715	15.9%	119
Read book in last 12 months	110,372	36.7%	106
Participated in book club in last 12 months	11,260	3.7%	137
Went on overnight camping trip in last 12 months	38,611	12.8%	101
Played cards in last 12 months	44,362	14.7%	89
Played chess in last 12 months	13,887	4.6%	142
Played computer game (offline w/software)/12 months	22,075	7.3%	102
Played computer game (online w/software)/12 months	23,932	8.0%	114
Played computer game (online w/o software)/12 months	23,775	7.9%	85
Cooked for fun in last 12 months	75,822	25.2%	115
Did crossword puzzle in last 12 months	30,653	10.2%	90
Danced/went dancing in last 12 months	36,685	12.2%	140
Attended dance performance in last 12 months	16,914	5.6%	137
Dined out in last 12 months	141,221	46.9%	104
Participated in fantasy sports league last 12 months	18,430	6.1%	150
Did furniture refinishing in last 12 months	8,115	2.7%	97
Gambled at casino in last 12 months	42,548	14.1%	96
Gambled in Atlantic City in last 12 months	13,492	4.5%	186
Gambled in Las Vegas in last 12 months	14,820	4.9%	119
Participate in indoor gardening/plant care	23,692	7.9%	82
Attended horse races in last 12 months	12,391	4.1%	149
Participated in karaoke in last 12 months	22,841	7.6%	208
Bought lottery ticket in last 12 months	97,647	32.4%	89
Played lottery 6+ times in last 30 days	26,733	8.9%	77
Bought lottery ticket in last 12 months: Daily Drawing	10,524	3.5%	84
Bought lottery ticket in last 12 months: Instant Game	40,873	13.6%	80
Bought lottery ticket in last 12 months: Mega Millions	55,373	18.4%	103
Bought lottery ticket in last 12 months: Powerball	41,607	13.8%	73
Attended a movie in last 6 months	200,446	66.6%	110
Attended movie in last 90 days: once/week or more	7,221	2.4%	104
Attended movie in last 90 days: 2-3 times a month	23,264	7.7%	126
Attended movie in last 90 days: once a month	46,139	15.3%	146
Attended movie in last 90 days: < once a month	109,743	36.5%	101
Movie genre seen at theater/6 months: action	93,089	30.9%	116

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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: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	100,038	33.2%	117
Movie genre seen at theater/6 months: comedy	102,537	34.1%	121
Movie genre seen at theater/6 months: crime	57,347	19.1%	128
Movie genre seen at theater/6 months: drama	111,088	36.9%	123
Movie genre seen at theater/6 months: family	42,286	14.1%	102
Movie genre seen at theater/6 months: fantasy	63,331	21.0%	113
Movie genre seen at theater/6 months: horror	26,684	8.9%	125
Movie genre seen at theater/6 months: romance	60,187	20.0%	130
Movie genre seen at theater/6 months: science fiction	60,516	20.1%	128
Movie genre seen at theater/6 months: thriller	70,496	23.4%	141
Went to museum in last 12 months	69,059	22.9%	177
Attended classical music/opera performance/12 months	21,022	7.0%	182
Attended country music performance in last 12 months	12,177	4.0%	74
Attended rock music performance in last 12 months	47,041	15.6%	160
Played musical instrument in last 12 months	31,211	10.4%	148
Did painting/drawing in last 12 months	24,283	8.1%	137
Did photo album/scrapbooking in last 12 months	15,320	5.1%	90
Did photography in last 12 months	31,015	10.3%	105
Did Sudoku puzzle in last 12 months	32,748	10.9%	102
Went to live theater in last 12 months	57,599	19.1%	153
Visited a theme park in last 12 months	50,527	16.8%	93
Visited a theme park 5+ times in last 12 months	10,310	3.4%	91
Participated in trivia games in last 12 months	19,110	6.3%	122
Played video/electronic game (console) last 12 months	36,289	12.1%	106
Played video/electronic game (portable) last 12 months	17,147	5.7%	127
Visited an indoor water park in last 12 months	6,003	2.0%	64
Did woodworking in last 12 months	9,648	3.2%	74
Participated in word games in last 12 months	30,589	10.2%	95
Went to zoo in last 12 months	35,931	11.9%	102
Purchased DVDs in last 30 days: 1	8,858	2.9%	78
Purchased DVDs in last 30 days: 2	5,290	1.8%	56
Purchased DVDs in last 30 days: 3+	11,234	3.7%	67
Purchased DVD/Blu-ray disc online in last 12 months	21,885	7.3%	112
Rented DVDs in last 30 days: 1	11,898	4.0%	103
Rented DVDs in last 30 days: 2	14,822	4.9%	102
Rented DVDs in last 30 days: 3+	51,059	17.0%	100
Rented movie/oth video/30 days: action/adventure	82,597	27.4%	106
Rented movie/oth video/30 days: classics	33,235	11.0%	145
Rented movie/oth video/30 days: comedy	89,476	29.7%	116
Rented movie/oth video/30 days: drama	67,382	22.4%	128
Rented movie/oth video/30 days: family/children	24,605	8.2%	73
Rented movie/oth video/30 days: foreign	27,719	9.2%	285
Rented movie/oth video/30 days: horror	32,161	10.7%	114
Rented movie/oth video/30 days: musical	12,500	4.2%	139
Rented movie/oth video/30 days: news/documentary	20,591	6.8%	165
Rented movie/oth video/30 days: romance	35,633	11.8%	112
Rented movie/oth video/30 days: science fiction	33,978	11.3%	138
Rented movie/oth video/30 days: TV show	41,573	13.8%	167
Rented movie/oth video/30 days: western	8,193	2.7%	83

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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: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	10,185	3.4%	103
Rented DVD/Blu-ray/30 days: from netflix.com	56,062	18.6%	147
Rented/purch DVD/Blu-ray/30 days: from Redbox	47,366	15.7%	88
HH owns ATV/UTV	1,897	1.1%	19
Bought any children`s toy/game in last 12 months	88,143	29.3%	88
Spent on toys/games for child last 12 months: <\$50	18,686	6.2%	101
Spent on toys/games for child last 12 months: \$50-99	5,830	1.9%	73
Spent on toys/games for child last 12 months: \$100-199	14,524	4.8%	78
Spent on toys/games for child last 12 months: \$200-499	27,369	9.1%	95
Spent on toys/games for child last 12 months: \$500+	8,942	3.0%	60
Bought any toys/games online in last 12 months	23,074	7.7%	116
Bought infant toy in last 12 months	20,339	6.8%	103
Bought pre-school toy in last 12 months	17,435	5.8%	82
Bought for child last 12 months: boy action figure	17,441	5.8%	81
Bought for child last 12 months: girl action figure	6,523	2.2%	74
Bought for child last 12 months: action game	8,515	2.8%	108
Bought for child last 12 months: bicycle	12,710	4.2%	64
Bought for child last 12 months: board game	28,061	9.3%	92
Bought for child last 12 months: builder set	7,149	2.4%	60
Bought for child last 12 months: car	18,842	6.3%	67
Bought for child last 12 months: construction toy	11,808	3.9%	79
Bought for child last 12 months: fashion doll	11,414	3.8%	81
Bought for child last 12 months: large/baby doll	15,716	5.2%	78
Bought for child last 12 months: doll accessories	7,901	2.6%	73
Bought for child last 12 months: doll clothing	8,172	2.7%	72
Bought for child last 12 months: educational toy	31,541	10.5%	88
Bought for child last 12 months: electronic doll/animal	7,433	2.5%	103
Bought for child last 12 months: electronic game	17,435	5.8%	72
Bought for child last 12 months: mechanical toy	8,334	2.8%	77
Bought for child last 12 months: model kit/set	4,907	1.6%	67
Bought for child last 12 months: plush doll/animal	17,826	5.9%	80
Bought for child last 12 months: sound game	5,598	1.9%	86
Bought for child last 12 months: water toy	18,535	6.2%	66
Bought for child last 12 months: word game	8,955	3.0%	95

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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: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	47,260	15.7%	141
Bought hardcover book in last 12 months	80,419	26.7%	119
Bought paperback book in last 12 months	119,237	39.6%	117
Bought 1-3 books in last 12 months	58,184	19.3%	97
Bought 4-6 books in last 12 months	38,907	12.9%	121
Bought 7+ books in last 12 months	70,787	23.5%	130
Bought book (fiction) in last 12 months	97,387	32.4%	116
Bought book (non-fiction) in last 12 months	98,014	32.6%	138
Bought biography in last 12 months	33,630	11.2%	152
Bought children`s book in last 12 months	28,849	9.6%	99
Bought cookbook in last 12 months	32,112	10.7%	118
Bought history book in last 12 months	38,590	12.8%	162
Bought mystery book in last 12 months	30,928	10.3%	89
Bought novel in last 12 months	70,868	23.5%	145
Bought religious book (not bible) in last 12 mo	17,311	5.8%	88
Bought romance book in last 12 months	16,743	5.6%	77
Bought science fiction book in last 12 months	21,288	7.1%	125
Bought personal/business self-help book last 12 months	28,209	9.4%	156
Bought travel book in last 12 months	11,765	3.9%	164
Bought book online in last 12 months	78,752	26.2%	136
Bought book last 12 months: amazon.com	73,294	24.4%	150
Bought book last 12 months: barnes&noble.com	13,139	4.4%	132
Bought book last 12 months: Barnes & Noble book store	68,522	22.8%	143
Bought book last 12 months: other book store (not B&N)	43,855	14.6%	123
Bought book last 12 months: through book club	4,645	1.5%	84
Bought book last 12 months: mail order	6,357	2.1%	95
Listened to/purchased audiobook in last 6 months	23,544	7.8%	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: 41.88055
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Demographic Summary		2015	2020
Population		823,969	848,551
Population 18+		677,268	702,441
Households		373,340	386,805
Median Household Income		\$53,612	\$62,929

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	64,208	9.5%	106
Participated in archery in last 12 months	8,410	1.2%	45
Participated in auto racing in last 12 months	5,381	0.8%	40
Participated in backpacking in last 12 months	21,386	3.2%	108
Participated in baseball in last 12 months	30,231	4.5%	100
Participated in basketball in last 12 months	62,016	9.2%	110
Participated in bicycling (mountain) in last 12 months	22,988	3.4%	84
Participated in bicycling (road) in last 12 months	73,731	10.9%	111
Participated in boating (power) in last 12 months	22,167	3.3%	62
Participated in bowling in last 12 months	61,196	9.0%	93
Participated in canoeing/kayaking in last 12 months	35,718	5.3%	98
Participated in fishing (fresh water) in last 12 months	40,469	6.0%	48
Participated in fishing (salt water) in last 12 months	18,307	2.7%	67
Participated in football in last 12 months	36,916	5.5%	109
Participated in Frisbee in last 12 months	39,167	5.8%	126
Participated in golf in last 12 months	48,873	7.2%	76
Participated in hiking in last 12 months	75,173	11.1%	111
Participated in horseback riding in last 12 months	13,488	2.0%	82
Participated in hunting with rifle in last 12 months	10,097	1.5%	32
Participated in hunting with shotgun in last 12 months	13,082	1.9%	48
Participated in ice skating in last 12 months	19,076	2.8%	110
Participated in jogging/running in last 12 months	120,434	17.8%	140
Participated in motorcycling in last 12 months	9,922	1.5%	48
Participated in Pilates in last 12 months	23,619	3.5%	125
Participated in skiing (downhill) in last 12 months	24,541	3.6%	127
Participated in soccer in last 12 months	35,463	5.2%	139
Participated in softball in last 12 months	24,611	3.6%	106
Participated in swimming in last 12 months	90,632	13.4%	85
Participated in target shooting in last 12 months	24,686	3.6%	80
Participated in tennis in last 12 months	40,377	6.0%	140
Participated in volleyball in last 12 months	28,064	4.1%	117
Participated in walking for exercise in last 12 months	184,926	27.3%	98
Participated in weight lifting in last 12 months	82,994	12.3%	115
Participated in yoga in last 12 months	78,790	11.6%	163
Spent on sports/rec equip in last 12 months: \$1-99	34,990	5.2%	87
Spent on sports/rec equip in last 12 months: \$100-\$249	34,374	5.1%	78
Spent on sports/rec equip in last 12 months: \$250+	39,960	5.9%	85
Attend sports events	151,396	22.4%	95
Attend sports events: auto racing (NASCAR)	4,862	0.7%	35
Attend sports events: baseball game - MLB reg seas	82,935	12.2%	127
Attend sports events: basketball game (college)	17,107	2.5%	86
Attend sports events: basketball game-NBA reg seas	27,545	4.1%	129
Attend sports events: football game (college)	31,736	4.7%	83
Attend sports events: football game-NFL Mon/Thurs	18,836	2.8%	108
Attend sports events: football game - NFL weekend	34,149	5.0%	109
Attend sports events: high school sports	19,847	2.9%	64
Attend sports events: ice hockey game-NHL reg seas	19,568	2.9%	103

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Sports and Leisure Market Potential

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 100 S Wacker Dr, Chicago, Illinois, 60606
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Sample Report
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	84,146	12.4%	80
Listen to baseball (MLB reg season) on radio often	15,735	2.3%	98
Listen to football (NFL Mon/Thurs) on radio often	11,819	1.7%	91
Listen to football (NFL wknd games) on radio often	10,766	1.6%	72
Listen to football (college) on radio often	10,094	1.5%	69
Watch sports on TV	380,010	56.1%	89
Watch on TV: alpine skiing/ski jumping	35,384	5.2%	94
Watch on TV: auto racing (NASCAR)	53,983	8.0%	55
Watch on TV: auto racing (not NASCAR)	25,082	3.7%	62
Watch on TV: baseball (MLB regular season)	149,041	22.0%	93
Watch on TV: baseball (MLB playoffs/World Series)	143,210	21.1%	91
Watch on TV: basketball (college)	92,591	13.7%	88
Watch on TV: basketball (NCAA tournament)	91,879	13.6%	86
Watch on TV: basketball (NBA regular season)	133,482	19.7%	107
Watch on TV: basketball (NBA playoffs/finals)	144,041	21.3%	107
Watch on TV: basketball (WNBA)	35,447	5.2%	116
Watch on TV: bicycle racing	16,254	2.4%	82
Watch on TV: bowling	18,143	2.7%	79
Watch on TV: boxing	65,306	9.6%	112
Watch on TV: bull riding (pro)	19,149	2.8%	51
Watch on TV: Equestrian events	14,290	2.1%	64
Watch on TV: extreme sports (summer)	35,301	5.2%	85
Watch on TV: extreme sports (winter)	36,185	5.3%	79
Watch on TV: figure skating	52,741	7.8%	74
Watch on TV: fishing	25,264	3.7%	54
Watch on TV: football (college)	129,447	19.1%	72
Watch on TV: football (NFL Mon/Thurs night games)	195,100	28.8%	84
Watch on TV: football (NFL weekend games)	205,915	30.4%	84
Watch on TV: football (NFL playoffs/Super Bowl)	214,261	31.6%	85
Watch on TV: golf (PGA)	75,045	11.1%	75
Watch on TV: golf (LPGA)	21,391	3.2%	64
Watch on TV: gymnastics	42,738	6.3%	77
Watch on TV: horse racing	15,646	2.3%	62
Watch on TV: ice hockey (NHL regular season)	60,312	8.9%	97
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	63,049	9.3%	98
Watch on TV: marathon/road running/triathlon	16,383	2.4%	108
Watch on TV: mixed martial arts (MMA)	37,850	5.6%	111
Watch on TV: motorcycle racing	23,332	3.4%	76
Watch on TV: Olympics (summer)	143,880	21.2%	80
Watch on TV: Olympics (winter)	131,509	19.4%	76
Watch on TV: poker	32,933	4.9%	74
Watch on TV: rodeo	20,502	3.0%	61
Watch on TV: soccer (MLS)	47,741	7.0%	128
Watch on TV: soccer (World Cup)	90,655	13.4%	140
Watch on TV: tennis (men`s)	71,249	10.5%	116
Watch on TV: tennis (women`s)	64,279	9.5%	108
Watch on TV: track & field	38,379	5.7%	101
Watch on TV: truck and tractor pull/mud racing	11,527	1.7%	58
Watch on TV: volleyball (pro beach)	30,388	4.5%	102
Watch on TV: weightlifting	16,321	2.4%	136
Watch on TV: wrestling (WWE)	17,243	2.5%	77

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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: 41.88055
 Longitude: -87.63701

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	48,107	7.1%	60
Member of charitable organization	28,589	4.2%	93
Member of church board	16,721	2.5%	79
Member of fraternal order	15,126	2.2%	84
Member of religious club	20,071	3.0%	81
Member of union	26,038	3.8%	94
Member of veterans club	7,658	1.1%	48
Attended adult education course in last 12 months	52,663	7.8%	119
Went to art gallery in last 12 months	84,766	12.5%	171
Attended auto show in last 12 months	43,243	6.4%	77
Did baking in last 12 months	131,716	19.4%	84
Went to bar/night club in last 12 months	154,937	22.9%	134
Went to beach in last 12 months	181,867	26.9%	113
Played billiards/pool in last 12 months	65,328	9.6%	125
Played bingo in last 12 months	25,417	3.8%	90
Did birdwatching in last 12 months	19,923	2.9%	62
Played board game in last 12 months	92,281	13.6%	102
Read book in last 12 months	219,975	32.5%	94
Participated in book club in last 12 months	21,635	3.2%	117
Went on overnight camping trip in last 12 months	76,236	11.3%	88
Played cards in last 12 months	93,542	13.8%	84
Played chess in last 12 months	30,082	4.4%	137
Played computer game (offline w/software)/12 months	44,910	6.6%	92
Played computer game (online w/software)/12 months	50,975	7.5%	108
Played computer game (online w/o software)/12 months	51,043	7.5%	81
Cooked for fun in last 12 months	158,172	23.4%	106
Did crossword puzzle in last 12 months	63,709	9.4%	83
Danced/went dancing in last 12 months	78,389	11.6%	133
Attended dance performance in last 12 months	35,469	5.2%	128
Dined out in last 12 months	285,688	42.2%	94
Participated in fantasy sports league last 12 months	35,027	5.2%	127
Did furniture refinishing in last 12 months	16,853	2.5%	89
Gambled at casino in last 12 months	92,153	13.6%	92
Gambled in Atlantic City in last 12 months	27,855	4.1%	171
Gambled in Las Vegas in last 12 months	31,775	4.7%	113
Participate in indoor gardening/plant care	48,802	7.2%	75
Attended horse races in last 12 months	25,072	3.7%	134
Participated in karaoke in last 12 months	44,884	6.6%	182
Bought lottery ticket in last 12 months	219,652	32.4%	89
Played lottery 6+ times in last 30 days	65,978	9.7%	84
Bought lottery ticket in last 12 months: Daily Drawing	29,444	4.3%	105
Bought lottery ticket in last 12 months: Instant Game	96,559	14.3%	84
Bought lottery ticket in last 12 months: Mega Millions	122,631	18.1%	102
Bought lottery ticket in last 12 months: Powerball	87,112	12.9%	68
Attended a movie in last 6 months	430,302	63.5%	105
Attended movie in last 90 days: once/week or more	17,088	2.5%	110
Attended movie in last 90 days: 2-3 times a month	51,823	7.7%	125
Attended movie in last 90 days: once a month	96,380	14.2%	136
Attended movie in last 90 days: < once a month	229,416	33.9%	94
Movie genre seen at theater/6 months: action	205,183	30.3%	114

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Sports and Leisure Market Potential

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 Ring: 5 mile radius

Sample Report
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	213,228	31.5%	111
Movie genre seen at theater/6 months: comedy	225,816	33.3%	118
Movie genre seen at theater/6 months: crime	127,077	18.8%	126
Movie genre seen at theater/6 months: drama	235,309	34.7%	116
Movie genre seen at theater/6 months: family	97,428	14.4%	105
Movie genre seen at theater/6 months: fantasy	139,894	20.7%	111
Movie genre seen at theater/6 months: horror	64,866	9.6%	135
Movie genre seen at theater/6 months: romance	129,080	19.1%	124
Movie genre seen at theater/6 months: science fiction	130,474	19.3%	123
Movie genre seen at theater/6 months: thriller	150,646	22.2%	134
Went to museum in last 12 months	132,022	19.5%	151
Attended classical music/opera performance/12 months	39,804	5.9%	154
Attended country music performance in last 12 months	25,131	3.7%	68
Attended rock music performance in last 12 months	91,278	13.5%	138
Played musical instrument in last 12 months	60,448	8.9%	128
Did painting/drawing in last 12 months	49,141	7.3%	124
Did photo album/scrapbooking in last 12 months	31,584	4.7%	82
Did photography in last 12 months	62,381	9.2%	94
Did Sudoku puzzle in last 12 months	64,708	9.6%	90
Went to live theater in last 12 months	109,003	16.1%	128
Visited a theme park in last 12 months	119,064	17.6%	98
Visited a theme park 5+ times in last 12 months	22,571	3.3%	89
Participated in trivia games in last 12 months	39,055	5.8%	110
Played video/electronic game (console) last 12 months	77,101	11.4%	100
Played video/electronic game (portable) last 12 months	36,147	5.3%	119
Visited an indoor water park in last 12 months	15,738	2.3%	74
Did woodworking in last 12 months	19,926	2.9%	68
Participated in word games in last 12 months	63,133	9.3%	87
Went to zoo in last 12 months	73,073	10.8%	92
Purchased DVDs in last 30 days: 1	19,105	2.8%	74
Purchased DVDs in last 30 days: 2	12,972	1.9%	61
Purchased DVDs in last 30 days: 3+	27,975	4.1%	74
Purchased DVD/Blu-ray disc online in last 12 months	44,571	6.6%	102
Rented DVDs in last 30 days: 1	23,786	3.5%	91
Rented DVDs in last 30 days: 2	29,795	4.4%	91
Rented DVDs in last 30 days: 3+	104,328	15.4%	91
Rented movie/oth video/30 days: action/adventure	171,509	25.3%	98
Rented movie/oth video/30 days: classics	65,789	9.7%	128
Rented movie/oth video/30 days: comedy	177,738	26.2%	102
Rented movie/oth video/30 days: drama	133,828	19.8%	113
Rented movie/oth video/30 days: family/children	55,348	8.2%	73
Rented movie/oth video/30 days: foreign	51,675	7.6%	236
Rented movie/oth video/30 days: horror	68,800	10.2%	108
Rented movie/oth video/30 days: musical	26,162	3.9%	129
Rented movie/oth video/30 days: news/documentary	40,584	6.0%	144
Rented movie/oth video/30 days: romance	71,211	10.5%	100
Rented movie/oth video/30 days: science fiction	66,000	9.7%	119
Rented movie/oth video/30 days: TV show	81,420	12.0%	146
Rented movie/oth video/30 days: western	17,664	2.6%	79

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Sports and Leisure Market Potential

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Sample Report
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	21,852	3.2%	98
Rented DVD/Blu-ray/30 days: from netflix.com	106,590	15.7%	124
Rented/purch DVD/Blu-ray/30 days: from Redbox	98,175	14.5%	81
HH owns ATV/UTV	4,301	1.2%	21
Bought any children`s toy/game in last 12 months	201,657	29.8%	90
Spent on toys/games for child last 12 months: <\$50	42,517	6.3%	102
Spent on toys/games for child last 12 months: \$50-99	13,701	2.0%	76
Spent on toys/games for child last 12 months: \$100-199	34,533	5.1%	82
Spent on toys/games for child last 12 months: \$200-499	59,033	8.7%	91
Spent on toys/games for child last 12 months: \$500+	21,465	3.2%	64
Bought any toys/games online in last 12 months	45,792	6.8%	102
Bought infant toy in last 12 months	45,408	6.7%	102
Bought pre-school toy in last 12 months	40,638	6.0%	85
Bought for child last 12 months: boy action figure	42,364	6.3%	87
Bought for child last 12 months: girl action figure	15,991	2.4%	81
Bought for child last 12 months: action game	19,520	2.9%	110
Bought for child last 12 months: bicycle	31,227	4.6%	70
Bought for child last 12 months: board game	60,543	8.9%	88
Bought for child last 12 months: builder set	17,435	2.6%	65
Bought for child last 12 months: car	46,908	6.9%	74
Bought for child last 12 months: construction toy	25,055	3.7%	74
Bought for child last 12 months: fashion doll	28,754	4.2%	91
Bought for child last 12 months: large/baby doll	41,975	6.2%	93
Bought for child last 12 months: doll accessories	18,837	2.8%	78
Bought for child last 12 months: doll clothing	21,427	3.2%	84
Bought for child last 12 months: educational toy	72,217	10.7%	89
Bought for child last 12 months: electronic doll/animal	16,156	2.4%	99
Bought for child last 12 months: electronic game	41,920	6.2%	76
Bought for child last 12 months: mechanical toy	18,979	2.8%	78
Bought for child last 12 months: model kit/set	10,550	1.6%	64
Bought for child last 12 months: plush doll/animal	40,466	6.0%	81
Bought for child last 12 months: sound game	15,361	2.3%	105
Bought for child last 12 months: water toy	43,527	6.4%	69
Bought for child last 12 months: word game	21,586	3.2%	101

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Sports and Leisure Market Potential

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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	90,193	13.3%	120
Bought hardcover book in last 12 months	160,225	23.7%	105
Bought paperback book in last 12 months	240,950	35.6%	105
Bought 1-3 books in last 12 months	128,576	19.0%	96
Bought 4-6 books in last 12 months	78,790	11.6%	109
Bought 7+ books in last 12 months	137,078	20.2%	112
Bought book (fiction) in last 12 months	192,384	28.4%	101
Bought book (non-fiction) in last 12 months	193,132	28.5%	121
Bought biography in last 12 months	65,504	9.7%	132
Bought children`s book in last 12 months	65,107	9.6%	99
Bought cookbook in last 12 months	66,297	9.8%	108
Bought history book in last 12 months	74,355	11.0%	139
Bought mystery book in last 12 months	62,120	9.2%	79
Bought novel in last 12 months	137,132	20.2%	124
Bought religious book (not bible) in last 12 mo	38,230	5.6%	86
Bought romance book in last 12 months	35,760	5.3%	74
Bought science fiction book in last 12 months	43,380	6.4%	114
Bought personal/business self-help book last 12 months	55,068	8.1%	135
Bought travel book in last 12 months	22,104	3.3%	137
Bought book online in last 12 months	149,897	22.1%	115
Bought book last 12 months: amazon.com	137,955	20.4%	125
Bought book last 12 months: barnes&noble.com	25,458	3.8%	114
Bought book last 12 months: Barnes & Noble book store	132,593	19.6%	123
Bought book last 12 months: other book store (not B&N)	88,548	13.1%	110
Bought book last 12 months: through book club	9,937	1.5%	80
Bought book last 12 months: mail order	13,683	2.0%	91
Listened to/purchased audiobook in last 6 months	43,919	6.5%	140

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