



Sports and Leisure Market Potential

Prepared by STDBonline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude 32.861976

Longitude -96.809829

Site Type: Ring

Ring: 1.0 mile

Demographic Summary	2008	2013
Population	11,889	11,985
Population 18+	8,835	8,978
Households	5,258	5,250
Median Household Income	\$105,963	\$111,006

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	1,083	12.3%	129
Participated in backpacking/hiking	1,166	13.2%	166
Participated in baseball	609	6.9%	131
Participated in basketball	869	9.8%	109
Participated in bicycling (mountain)	466	5.3%	134
Participated in bicycling (road)	1,318	14.9%	171
Participated in boating (power)	683	7.7%	129
Participated in bowling	942	10.7%	101
Participated in canoeing/kayaking	637	7.2%	166
Participated in downhill skiing	612	6.9%	196
Participated in fishing (fresh water)	911	10.3%	78
Participated in fishing (salt water)	315	3.6%	90
Participated in football	401	4.5%	84
Participated in Frisbee	469	5.3%	113
Participated in golf	1,777	20.1%	190
Play golf < once a month	757	8.6%	213
Play golf 1+ times a month	867	9.8%	181
Participated in horseback riding	286	3.2%	109
Participated in hunting with rifle	237	2.7%	56
Participated in hunting with shotgun	230	2.6%	59
Participated in ice skating	420	4.8%	202
Participated in jogging/running	1,521	17.2%	172
Participated in motorcycling	332	3.8%	117
Participated in roller blading/in-line skating	375	4.2%	170
Participated in soccer	412	4.7%	131
Participated in softball	357	4.0%	99
Participated in swimming	2,235	25.3%	140
Participated in target shooting	269	3.0%	82
Participated in tennis	793	9.0%	209
Participated in volleyball	342	3.9%	105
Participated in walking for exercise	3,290	37.2%	138
Participated in water skiing	216	2.4%	127
Participated in weight lifting	1,507	17.1%	145
Participated in yoga	905	10.2%	208
Spent on high end sports/recreation equipment/12 mo: <\$250	411	4.7%	107
Spent on high end sports/recreation equipment/12 mo: \$250+	370	4.2%	120
Attend sports event: auto racing (NASCAR)	283	3.2%	58
Attend sports event: auto racing (not NASCAR)	291	3.3%	74
Attend sports event: baseball game	1,547	17.5%	139
Attend sports event: basketball game (college)	496	5.6%	91
Attend sports event: basketball game (pro)	697	7.9%	126

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



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Product/Consumer Behavior	Expected		MPI
	Number of	Percent	
	Adults		
Attend sports event: football game (college)	803	9.1%	107
Attend sports event: football-Monday night game (pro)	288	3.3%	84
Attend sports event: football-weekend game (pro)	706	8.0%	111
Attend sports event: golf tournament	372	4.2%	119
Attend sports event: ice hockey game	466	5.3%	114
Attend sports event: soccer game	350	4.0%	92
Attend sports event: tennis match	304	3.4%	119
Attended adult education course in last 12 months	757	8.6%	129
Attended auto show in last 12 months	635	7.2%	94
Went to bar/night club in last 12 months	2,029	23.0%	126
Went to beach in last 12 months	3,314	37.5%	164
Attended dance performance in last 12 months	574	6.5%	168
Danced/went dancing in last 12 months	1,046	11.8%	123
Dined out in last 12 months	5,272	59.7%	123
Dine out < once a month	386	4.4%	104
Dine out once a month	624	7.1%	115
Dine out 2-3 times a month	1,240	14.0%	129
Dine out once a week	1,423	16.1%	135
Dine out 2+ times per week	1,215	13.8%	136
Gambled at casino in last 12 months	1,411	16.0%	96
Gambled at casino 6+ times in last 12 months	183	2.1%	79
Gambled in Atlantic City in last 12 months	292	3.3%	101
Gambled in Las Vegas in last 12 months	478	5.4%	109
Attended horse races in last 12 months	366	4.1%	150
Attended movies in last 6 months	6,186	70.0%	123
Attended movies in last 90 days: < once a month	3,248	36.8%	124
Attended movies in last 90 days: once a month	1,140	12.9%	124
Attended movies in last 90 days: 2-3 times a month	882	10.0%	156
Attended movies in last 90 days: once/week or more	191	2.2%	85
Prefer to see movie after second week of release	2,854	32.3%	136
Went to museum in last 12 months	2,417	27.4%	224
Attended country music performance in last 12 mo	258	2.9%	55
Attended rock music performance in last 12 months	1,368	15.5%	157
Attended classical music/opera performance/12 mo	1,074	12.2%	232
Went to live theater in last 12 months	2,048	23.2%	183
Visited a theme park in last 12 months	1,965	22.2%	101
Visited Disney World (FL)/12 mo: Magic Kingdom	359	4.1%	115
Visited any Sea World in last 12 months	295	3.3%	100
Visited any Six Flags in last 12 months	608	6.9%	101
Went to zoo in last 12 months	1,559	17.6%	148
Played billiards/pool in last 12 months	968	11.0%	120
Played bingo in last 12 months	292	3.3%	76
Did birdwatching in last 12 months	473	5.4%	94
Played board game in last 12 months	2,176	24.6%	138
Played cards in last 12 months	1,972	22.3%	100
Played chess in last 12 months	368	4.2%	124
Cooked for fun in last 12 months	2,111	23.9%	129
Did crossword puzzle in last 12 months	1,689	19.1%	135

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Flew a kite in last 12 months	313	3.5%	128
Did furniture refinishing in last 12 months	353	4.0%	118
Did indoor gardening/plant care in last 12 months	1,361	15.4%	113
Participated in karaoke in last 12 months	426	4.8%	111
Bought lottery ticket in last 12 months	2,956	33.5%	94
Bought lottery ticket in last 12 mo: Daily Drawing	323	3.7%	70
Bought lottery ticket in last 12 mo: Instant Game	1,055	11.9%	75
Bought lottery ticket in last 12 mo: Lotto Drawing	2,103	23.8%	104
Played lottery: <2 times in last 30 days	1,142	12.9%	107
Played lottery: 2-6 times in last 30 days	1,143	12.9%	98
Played lottery: 7+ times in last 30 days	670	7.6%	74
Played musical instrument in last 12 months	968	11.0%	135
Did painting/drawing in last 12 months	792	9.0%	149
Did photography in last 12 months	1,604	18.2%	141
Read book in last 12 months	4,579	51.8%	139
Participated in trivia games in last 12 months	646	7.3%	122
Played video game in last 12 months	882	10.0%	94
Did woodworking in last 12 months	485	5.5%	113
Participated in word games in last 12 months	911	10.3%	120
Member of charitable organization	1,030	11.7%	181
Member of church board	311	3.5%	74
Member of fraternal order	294	3.3%	83
Member of religious club	527	6.0%	87
Member of union	499	5.6%	94
Member of veterans club	324	3.7%	98
Bought any children's toy/game in last 12 months	2,997	33.9%	104
Spent on toys/games in last 12 months: <\$50	476	5.4%	94
Spent on toys/games in last 12 months: \$50-99	180	2.0%	71
Spent on toys/games in last 12 months: \$100-199	670	7.6%	115
Spent on toys/games in last 12 months: \$200-499	817	9.2%	99
Spent on toys/games in last 12 months: \$500+	542	6.1%	115
Bought infant toy in last 12 months	697	7.9%	106
Bought pre-school toy in last 12 months	727	8.2%	105
Spent on toys/games (for child <6)/12 mo: <\$100	838	9.5%	90
Spent on toys/games (for child <6)/12 mo: \$100-199	572	6.5%	108
Spent on toys/games (for child <6)/12 mo: \$200+	584	6.6%	96
Bought for child in last 12 mo: boy action figure	608	6.9%	85
Bought for child in last 12 mo: girl action figure	247	2.8%	86
Bought for child in last 12 mo: bicycle	393	4.4%	72
Bought for child in last 12 mo: board game	1,175	13.3%	119
Bought for child in last 12 mo: builder set	251	2.8%	79
Bought for child in last 12 mo: car	522	5.9%	72
Bought for child in last 12 mo: construction toy	404	4.6%	94
Bought for child in last 12 mo: large/baby doll	419	4.7%	76
Bought for child in last 12 mo: fashion doll	480	5.4%	94
Bought for child in last 12 mo: plush doll/animal	727	8.2%	109
Bought for child in last 12 mo: doll accessories	385	4.4%	102
Bought for child in last 12 mo: doll clothing	331	3.7%	90
Bought for child in last 12 mo: educational toy	1,287	14.6%	110
Bought for child in last 12 mo: electronic game	761	8.6%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: mechanical toy	255	2.9%	72
Bought for child in last 12 mo: model kit	185	2.1%	73
Bought for child in last 12 mo: sound game	157	1.8%	64
Bought for child in last 12 mo: water toy	777	8.8%	97
Bought for child in last 12 mo: word game	237	2.7%	78
Bought book in last 12 months	5,499	62.2%	128
Bought 1-3 books in last 12 months	1,741	19.7%	103
Bought 4-6 books in last 12 months	1,248	14.1%	132
Bought 7+ books in last 12 months	2,504	28.3%	152
Bought paperback book in last 12 months	4,400	49.8%	137
Bought 1-3 paperback books in last 12 months	1,866	21.1%	127
Bought 4-6 paperback books in last 12 months	942	10.7%	125
Bought 7+ paperback books in last 12 months	1,592	18.0%	156
Bought hardcover book in last 12 months	3,600	40.7%	148
Bought 1-3 hardcover books in last 12 months	1,873	21.2%	138
Bought 4-6 hardcover books in last 12 months	948	10.7%	170
Bought 7+ hardcover books in last 12 months	774	8.8%	139
Bought book (fiction) in last 12 months	3,409	38.6%	140
Bought book (non-fiction) in last 12 months	3,510	39.7%	155
Bought biography in last 12 months	1,156	13.1%	193
Bought children's book in last 12 months	1,464	16.6%	140
Bought cookbook in last 12 months	1,059	12.0%	116
Bought desk dictionary in last 12 months	170	1.9%	84
Bought history book in last 12 months	1,361	15.4%	203
Bought mystery book in last 12 months	1,263	14.3%	128
Bought personal/business self-help book last 12 mo	987	11.2%	148
Bought religious book (not bible) last 12 months	575	6.5%	81
Bought romance book in last 12 months	524	5.9%	93
Bought science fiction book in last 12 months	440	5.0%	114
Bought book through book club in last 12 months	412	4.7%	90
Bought book at book store in last 12 months	4,113	46.6%	150
Bought book at department store in last 12 months	358	4.1%	52
Bought book at drug store in last 12 months	216	2.4%	105
Bought book through Internet in last 12 mo	1,568	17.7%	201
Bought book through mail order in last 12 months	347	3.9%	112
Bought book at supermarket in last 12 months	322	3.6%	73
Bought book at warehouse store in last 12 months	893	10.1%	159

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Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Site Type: Ring

Demographic Summary	2008	2013
Population	120,454	122,132
Population 18+	93,949	96,281
Households	51,926	52,232
Median Household Income	\$74,990	\$82,585

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	11,125	11.8%	124
Participated in backpacking/hiking	10,717	11.4%	144
Participated in baseball	5,939	6.3%	120
Participated in basketball	10,138	10.8%	119
Participated in bicycling (mountain)	4,902	5.2%	132
Participated in bicycling (road)	11,702	12.5%	142
Participated in boating (power)	5,727	6.1%	102
Participated in bowling	9,725	10.3%	98
Participated in canoeing/kayaking	5,407	5.8%	133
Participated in downhill skiing	5,746	6.1%	173
Participated in fishing (fresh water)	8,723	9.3%	71
Participated in fishing (salt water)	3,382	3.6%	91
Participated in football	5,468	5.8%	108
Participated in Frisbee	5,036	5.4%	114
Participated in golf	14,550	15.5%	147
Play golf < once a month	5,767	6.1%	152
Play golf 1+ times a month	7,268	7.7%	143
Participated in horseback riding	2,729	2.9%	97
Participated in hunting with rifle	2,836	3.0%	63
Participated in hunting with shotgun	2,431	2.6%	59
Participated in ice skating	3,598	3.8%	163
Participated in jogging/running	14,577	15.5%	155
Participated in motorcycling	3,011	3.2%	100
Participated in roller blading/in-line skating	3,621	3.9%	154
Participated in soccer	4,759	5.1%	142
Participated in softball	3,852	4.1%	100
Participated in swimming	20,508	21.8%	121
Participated in target shooting	2,812	3.0%	81
Participated in tennis	7,980	8.5%	198
Participated in volleyball	4,240	4.5%	122
Participated in walking for exercise	28,971	30.8%	115
Participated in water skiing	2,496	2.7%	138
Participated in weight lifting	15,365	16.3%	139
Participated in yoga	8,428	9.0%	182
Spent on high end sports/recreation equipment/12 mo: <\$250	4,715	5.0%	116
Spent on high end sports/recreation equipment/12 mo: \$250+	3,324	3.5%	101
Attend sports event: auto racing (NASCAR)	4,217	4.5%	81
Attend sports event: auto racing (not NASCAR)	3,490	3.7%	84
Attend sports event: baseball game	14,812	15.8%	125
Attend sports event: basketball game (college)	6,724	7.2%	116
Attend sports event: basketball game (pro)	7,699	8.2%	131

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Attend sports event: football game (college)	9,679	10.3%	122
Attend sports event: football-Monday night game (pro)	4,057	4.3%	112
Attend sports event: football-weekend game (pro)	7,984	8.5%	118
Attend sports event: golf tournament	3,973	4.2%	119
Attend sports event: ice hockey game	4,982	5.3%	114
Attend sports event: soccer game	4,543	4.8%	113
Attend sports event: tennis match	3,529	3.8%	129
Attended adult education course in last 12 months	7,841	8.3%	126
Attended auto show in last 12 months	6,856	7.3%	96
Went to bar/night club in last 12 months	22,100	23.5%	129
Went to beach in last 12 months	28,760	30.6%	134
Attended dance performance in last 12 months	5,551	5.9%	152
Danced/went dancing in last 12 months	12,373	13.2%	137
Dined out in last 12 months	50,155	53.4%	110
Dine out < once a month	3,638	3.9%	92
Dine out once a month	5,991	6.4%	104
Dine out 2-3 times a month	11,419	12.2%	111
Dine out once a week	13,229	14.1%	118
Dine out 2+ times per week	11,515	12.3%	121
Gambled at casino in last 12 months	16,016	17.0%	102
Gambled at casino 6+ times in last 12 months	2,117	2.3%	86
Gambled in Atlantic City in last 12 months	3,270	3.5%	107
Gambled in Las Vegas in last 12 months	5,562	5.9%	119
Attended horse races in last 12 months	3,502	3.7%	135
Attended movies in last 6 months	62,457	66.5%	117
Attended movies in last 90 days: < once a month	31,413	33.4%	113
Attended movies in last 90 days: once a month	12,100	12.9%	123
Attended movies in last 90 days: 2-3 times a month	9,102	9.7%	151
Attended movies in last 90 days: once/week or more	2,567	2.7%	107
Prefer to see movie after second week of release	25,926	27.6%	116
Went to museum in last 12 months	20,545	21.9%	179
Attended country music performance in last 12 mo	3,822	4.1%	77
Attended rock music performance in last 12 months	13,936	14.8%	150
Attended classical music/opera performance/12 mo	8,739	9.3%	178
Went to live theater in last 12 months	17,514	18.6%	147
Visited a theme park in last 12 months	20,892	22.2%	101
Visited Disney World (FL)/12 mo: Magic Kingdom	3,155	3.4%	95
Visited any Sea World in last 12 months	3,167	3.4%	101
Visited any Six Flags in last 12 months	6,880	7.3%	107
Went to zoo in last 12 months	14,388	15.3%	128
Played billiards/pool in last 12 months	10,773	11.5%	126
Played bingo in last 12 months	3,268	3.5%	80
Did birdwatching in last 12 months	4,198	4.5%	79
Played board game in last 12 months	18,700	19.9%	111
Played cards in last 12 months	20,349	21.7%	97
Played chess in last 12 months	3,848	4.1%	121
Cooked for fun in last 12 months	20,424	21.7%	117
Did crossword puzzle in last 12 months	15,489	16.5%	116

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Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Flew a kite in last 12 months	3,018	3.2%	116
Did furniture refinishing in last 12 months	3,095	3.3%	97
Did indoor gardening/plant care in last 12 months	11,847	12.6%	92
Participated in karaoke in last 12 months	4,996	5.3%	123
Bought lottery ticket in last 12 months	31,352	33.4%	94
Bought lottery ticket in last 12 mo: Daily Drawing	4,194	4.5%	86
Bought lottery ticket in last 12 mo: Instant Game	11,719	12.5%	78
Bought lottery ticket in last 12 mo: Lotto Drawing	21,162	22.5%	98
Played lottery: <2 times in last 30 days	12,279	13.1%	108
Played lottery: 2-6 times in last 30 days	11,793	12.5%	95
Played lottery: 7+ times in last 30 days	7,301	7.8%	76
Played musical instrument in last 12 months	8,861	9.4%	116
Did painting/drawing in last 12 months	7,307	7.8%	129
Did photography in last 12 months	15,113	16.1%	125
Read book in last 12 months	41,773	44.4%	119
Participated in trivia games in last 12 months	6,106	6.5%	109
Played video game in last 12 months	10,151	10.8%	101
Did woodworking in last 12 months	4,197	4.5%	92
Participated in word games in last 12 months	8,485	9.0%	105
Member of charitable organization	8,573	9.1%	142
Member of church board	3,477	3.7%	78
Member of fraternal order	3,891	4.1%	103
Member of religious club	5,270	5.6%	82
Member of union	4,849	5.2%	86
Member of veterans club	2,720	2.9%	77
Bought any children`s toy/game in last 12 months	29,468	31.4%	96
Spent on toys/games in last 12 months: <\$50	4,639	4.9%	86
Spent on toys/games in last 12 months: \$50-99	2,360	2.5%	88
Spent on toys/games in last 12 months: \$100-199	6,427	6.8%	104
Spent on toys/games in last 12 months: \$200-499	7,680	8.2%	88
Spent on toys/games in last 12 months: \$500+	5,009	5.3%	100
Bought infant toy in last 12 months	7,125	7.6%	102
Bought pre-school toy in last 12 months	6,988	7.4%	95
Spent on toys/games (for child <6)/12 mo: <\$100	8,496	9.0%	85
Spent on toys/games (for child <6)/12 mo: \$100-199	5,650	6.0%	100
Spent on toys/games (for child <6)/12 mo: \$200+	6,197	6.6%	95
Bought for child in last 12 mo: boy action figure	6,704	7.1%	88
Bought for child in last 12 mo: girl action figure	2,795	3.0%	91
Bought for child in last 12 mo: bicycle	4,629	4.9%	80
Bought for child in last 12 mo: board game	10,175	10.8%	97
Bought for child in last 12 mo: builder set	2,908	3.1%	86
Bought for child in last 12 mo: car	5,865	6.2%	76
Bought for child in last 12 mo: construction toy	4,153	4.4%	91
Bought for child in last 12 mo: large/baby doll	4,921	5.2%	83
Bought for child in last 12 mo: fashion doll	4,653	5.0%	86
Bought for child in last 12 mo: plush doll/animal	6,835	7.3%	97
Bought for child in last 12 mo: doll accessories	3,766	4.0%	94
Bought for child in last 12 mo: doll clothing	3,468	3.7%	88
Bought for child in last 12 mo: educational toy	12,223	13.0%	98
Bought for child in last 12 mo: electronic game	6,996	7.4%	88

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by Mediamark Research Inc. in a nationally representative survey of U.S. households.



Sports and Leisure Market Potential

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 3.0 mile

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Bought for child in last 12 mo: mechanical toy	3,144	3.3%	84
Bought for child in last 12 mo: model kit	2,040	2.2%	75
Bought for child in last 12 mo: sound game	2,289	2.4%	88
Bought for child in last 12 mo: water toy	7,425	7.9%	87
Bought for child in last 12 mo: word game	2,931	3.1%	91
Bought book in last 12 months	53,622	57.1%	118
Bought 1-3 books in last 12 months	18,787	20.0%	104
Bought 4-6 books in last 12 months	11,718	12.5%	117
Bought 7+ books in last 12 months	23,080	24.6%	132
Bought paperback book in last 12 months	42,421	45.1%	124
Bought 1-3 paperback books in last 12 months	18,899	20.1%	121
Bought 4-6 paperback books in last 12 months	9,277	9.9%	115
Bought 7+ paperback books in last 12 months	14,466	15.4%	133
Bought hardcover book in last 12 months	34,010	36.2%	131
Bought 1-3 hardcover books in last 12 months	17,739	18.9%	123
Bought 4-6 hardcover books in last 12 months	8,626	9.2%	146
Bought 7+ hardcover books in last 12 months	7,731	8.2%	131
Bought book (fiction) in last 12 months	32,587	34.7%	126
Bought book (non-fiction) in last 12 months	32,823	34.9%	136
Bought biography in last 12 months	9,749	10.4%	153
Bought children's book in last 12 months	12,198	13.0%	110
Bought cookbook in last 12 months	10,184	10.8%	104
Bought desk dictionary in last 12 months	2,158	2.3%	100
Bought history book in last 12 months	11,456	12.2%	161
Bought mystery book in last 12 months	11,597	12.3%	110
Bought personal/business self-help book last 12 mo	9,762	10.4%	137
Bought religious book (not bible) last 12 months	6,006	6.4%	79
Bought romance book in last 12 months	5,586	5.9%	93
Bought science fiction book in last 12 months	4,500	4.8%	110
Bought book through book club in last 12 months	4,343	4.6%	89
Bought book at book store in last 12 months	38,752	41.2%	133
Bought book at department store in last 12 months	4,222	4.5%	57
Bought book at drug store in last 12 months	2,174	2.3%	99
Bought book through Internet in last 12 mo	14,095	15.0%	170
Bought book through mail order in last 12 months	3,255	3.5%	99
Bought book at supermarket in last 12 months	3,957	4.2%	84
Bought book at warehouse store in last 12 months	7,134	7.6%	120

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Sports and Leisure Market Potential

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Demographic Summary	2008	2013
Population	395,834	406,155
Population 18+	302,674	313,756
Households	159,983	163,376
Median Household Income	\$60,261	\$67,821

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	32,098	10.6%	112
Participated in backpacking/hiking	28,639	9.5%	119
Participated in baseball	18,115	6.0%	113
Participated in basketball	31,352	10.4%	114
Participated in bicycling (mountain)	13,370	4.4%	112
Participated in bicycling (road)	29,968	9.9%	113
Participated in boating (power)	15,277	5.0%	84
Participated in bowling	28,151	9.3%	88
Participated in canoeing/kayaking	13,610	4.5%	104
Participated in downhill skiing	13,935	4.6%	130
Participated in fishing (fresh water)	25,916	8.6%	65
Participated in fishing (salt water)	10,396	3.4%	87
Participated in football	17,322	5.7%	106
Participated in Frisbee	13,831	4.6%	97
Participated in golf	34,353	11.3%	107
Play golf < once a month	13,319	4.4%	109
Play golf 1+ times a month	16,825	5.6%	103
Participated in horseback riding	7,973	2.6%	88
Participated in hunting with rifle	7,531	2.5%	52
Participated in hunting with shotgun	7,366	2.4%	55
Participated in ice skating	8,611	2.8%	121
Participated in jogging/running	37,694	12.5%	125
Participated in motorcycling	7,602	2.5%	78
Participated in roller blading/in-line skating	9,307	3.1%	123
Participated in soccer	14,396	4.8%	133
Participated in softball	10,647	3.5%	86
Participated in swimming	55,137	18.2%	101
Participated in target shooting	8,296	2.7%	74
Participated in tennis	19,760	6.5%	152
Participated in volleyball	12,177	4.0%	109
Participated in walking for exercise	80,761	26.7%	99
Participated in water skiing	7,585	2.5%	131
Participated in weight lifting	41,903	13.8%	117
Participated in yoga	21,514	7.1%	144
Spent on high end sports/recreation equipment/12 mo: <\$250	12,688	4.2%	97
Spent on high end sports/recreation equipment/12 mo: \$250+	9,468	3.1%	90
Attend sports event: auto racing (NASCAR)	15,054	5.0%	89
Attend sports event: auto racing (not NASCAR)	11,377	3.8%	85
Attend sports event: baseball game	40,457	13.4%	106
Attend sports event: basketball game (college)	21,862	7.2%	117
Attend sports event: basketball game (pro)	22,114	7.3%	117

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Sports and Leisure Market Potential

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Product/Consumer Behavior	Expected		MPI
	Number of	Percent	
	Adults		
Attend sports event: football game (college)	29,611	9.8%	116
Attend sports event: football-Monday night game (pro)	13,150	4.3%	113
Attend sports event: football-weekend game (pro)	24,809	8.2%	114
Attend sports event: golf tournament	11,911	3.9%	111
Attend sports event: ice hockey game	14,966	4.9%	106
Attend sports event: soccer game	14,549	4.8%	112
Attend sports event: tennis match	10,273	3.4%	117
Attended adult education course in last 12 months	23,590	7.8%	117
Attended auto show in last 12 months	21,007	6.9%	91
Went to bar/night club in last 12 months	61,289	20.2%	111
Went to beach in last 12 months	77,270	25.5%	112
Attended dance performance in last 12 months	14,938	4.9%	127
Danced/went dancing in last 12 months	38,633	12.8%	133
Dined out in last 12 months	141,484	46.7%	97
Dine out < once a month	10,888	3.6%	86
Dine out once a month	17,979	5.9%	97
Dine out 2-3 times a month	30,944	10.2%	94
Dine out once a week	36,487	12.1%	101
Dine out 2+ times per week	30,913	10.2%	101
Gambled at casino in last 12 months	50,072	16.5%	99
Gambled at casino 6+ times in last 12 months	6,813	2.3%	86
Gambled in Atlantic City in last 12 months	10,778	3.6%	109
Gambled in Las Vegas in last 12 months	17,480	5.8%	116
Attended horse races in last 12 months	9,468	3.1%	113
Attended movies in last 6 months	188,744	62.4%	110
Attended movies in last 90 days: < once a month	91,022	30.1%	101
Attended movies in last 90 days: once a month	37,322	12.3%	118
Attended movies in last 90 days: 2-3 times a month	26,666	8.8%	138
Attended movies in last 90 days: once/week or more	8,676	2.9%	112
Prefer to see movie after second week of release	74,335	24.6%	103
Went to museum in last 12 months	51,184	16.9%	138
Attended country music performance in last 12 mo	12,507	4.1%	78
Attended rock music performance in last 12 months	37,883	12.5%	127
Attended classical music/opera performance/12 mo	20,198	6.7%	127
Went to live theater in last 12 months	44,267	14.6%	115
Visited a theme park in last 12 months	67,717	22.4%	102
Visited Disney World (FL)/12 mo: Magic Kingdom	8,632	2.9%	81
Visited any Sea World in last 12 months	10,654	3.5%	106
Visited any Six Flags in last 12 months	21,858	7.2%	106
Went to zoo in last 12 months	41,208	13.6%	114
Played billiards/pool in last 12 months	31,835	10.5%	116
Played bingo in last 12 months	12,134	4.0%	92
Did birdwatching in last 12 months	12,209	4.0%	71
Played board game in last 12 months	50,946	16.8%	94
Played cards in last 12 months	59,149	19.5%	88
Played chess in last 12 months	11,461	3.8%	112
Cooked for fun in last 12 months	57,720	19.1%	103
Did crossword puzzle in last 12 months	42,352	14.0%	99

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Sports and Leisure Market Potential

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Flew a kite in last 12 months	8,727	2.9%	104
Did furniture refinishing in last 12 months	8,689	2.9%	85
Did indoor gardening/plant care in last 12 months	32,132	10.6%	78
Participated in karaoke in last 12 months	15,027	5.0%	115
Bought lottery ticket in last 12 months	100,801	33.3%	94
Bought lottery ticket in last 12 mo: Daily Drawing	15,792	5.2%	101
Bought lottery ticket in last 12 mo: Instant Game	38,660	12.8%	80
Bought lottery ticket in last 12 mo: Lotto Drawing	64,877	21.4%	93
Played lottery: <2 times in last 30 days	38,160	12.6%	104
Played lottery: 2-6 times in last 30 days	37,906	12.5%	95
Played lottery: 7+ times in last 30 days	24,747	8.2%	80
Played musical instrument in last 12 months	24,981	8.3%	101
Did painting/drawing in last 12 months	20,439	6.8%	112
Did photography in last 12 months	39,957	13.2%	102
Read book in last 12 months	112,192	37.1%	99
Participated in trivia games in last 12 months	17,339	5.7%	96
Played video game in last 12 months	32,049	10.6%	99
Did woodworking in last 12 months	11,555	3.8%	78
Participated in word games in last 12 months	25,062	8.3%	96
Member of charitable organization	22,057	7.3%	113
Member of church board	11,034	3.6%	76
Member of fraternal order	12,221	4.0%	101
Member of religious club	17,114	5.7%	83
Member of union	15,477	5.1%	85
Member of veterans club	7,606	2.5%	67
Bought any children's toy/game in last 12 months	95,938	31.7%	97
Spent on toys/games in last 12 months: <\$50	15,637	5.2%	90
Spent on toys/games in last 12 months: \$50-99	8,373	2.8%	97
Spent on toys/games in last 12 months: \$100-199	20,695	6.8%	104
Spent on toys/games in last 12 months: \$200-499	24,361	8.0%	86
Spent on toys/games in last 12 months: \$500+	14,126	4.7%	88
Bought infant toy in last 12 months	23,165	7.7%	103
Bought pre-school toy in last 12 months	20,621	6.8%	87
Spent on toys/games (for child <6)/12 mo: <\$100	27,526	9.1%	86
Spent on toys/games (for child <6)/12 mo: \$100-199	17,980	5.9%	99
Spent on toys/games (for child <6)/12 mo: \$200+	19,816	6.5%	95
Bought for child in last 12 mo: boy action figure	23,762	7.8%	97
Bought for child in last 12 mo: girl action figure	10,290	3.4%	104
Bought for child in last 12 mo: bicycle	16,905	5.6%	91
Bought for child in last 12 mo: board game	30,289	10.0%	90
Bought for child in last 12 mo: builder set	10,169	3.4%	94
Bought for child in last 12 mo: car	21,360	7.1%	86
Bought for child in last 12 mo: construction toy	13,474	4.5%	91
Bought for child in last 12 mo: large/baby doll	16,431	5.4%	86
Bought for child in last 12 mo: fashion doll	14,606	4.8%	84
Bought for child in last 12 mo: plush doll/animal	20,753	6.9%	91
Bought for child in last 12 mo: doll accessories	12,024	4.0%	93
Bought for child in last 12 mo: doll clothing	11,589	3.8%	92
Bought for child in last 12 mo: educational toy	37,941	12.5%	95
Bought for child in last 12 mo: electronic game	21,207	7.0%	83

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Sports and Leisure Market Potential

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Site Type: Ring

Latitude 32.861976
Longitude -96.809829
Ring: 5.0 mile

Product/Consumer Behavior	Expected		MPI
	Number of	Percent	
	Adults		
Bought for child in last 12 mo: mechanical toy	11,482	3.8%	95
Bought for child in last 12 mo: model kit	6,372	2.1%	73
Bought for child in last 12 mo: sound game	8,984	3.0%	108
Bought for child in last 12 mo: water toy	24,412	8.1%	89
Bought for child in last 12 mo: word game	11,122	3.7%	107
Bought book in last 12 months	154,411	51.0%	105
Bought 1-3 books in last 12 months	59,023	19.5%	102
Bought 4-6 books in last 12 months	33,584	11.1%	104
Bought 7+ books in last 12 months	61,835	20.4%	110
Bought paperback book in last 12 months	116,428	38.5%	106
Bought 1-3 paperback books in last 12 months	53,365	17.6%	106
Bought 4-6 paperback books in last 12 months	26,354	8.7%	102
Bought 7+ paperback books in last 12 months	37,481	12.4%	107
Bought hardcover book in last 12 months	94,237	31.1%	113
Bought 1-3 hardcover books in last 12 months	50,210	16.6%	108
Bought 4-6 hardcover books in last 12 months	22,644	7.5%	119
Bought 7+ hardcover books in last 12 months	21,844	7.2%	115
Bought book (fiction) in last 12 months	86,930	28.7%	104
Bought book (non-fiction) in last 12 months	89,407	29.5%	115
Bought biography in last 12 months	25,545	8.4%	125
Bought children's book in last 12 months	36,775	12.1%	103
Bought cookbook in last 12 months	30,901	10.2%	98
Bought desk dictionary in last 12 months	7,275	2.4%	105
Bought history book in last 12 months	29,656	9.8%	129
Bought mystery book in last 12 months	33,457	11.1%	99
Bought personal/business self-help book last 12 mo	26,479	8.7%	116
Bought religious book (not bible) last 12 months	19,609	6.5%	80
Bought romance book in last 12 months	17,317	5.7%	90
Bought science fiction book in last 12 months	13,605	4.5%	103
Bought book through book club in last 12 months	15,484	5.1%	99
Bought book at book store in last 12 months	104,094	34.4%	111
Bought book at department store in last 12 months	17,409	5.8%	73
Bought book at drug store in last 12 months	6,886	2.3%	98
Bought book through Internet in last 12 mo	34,397	11.4%	128
Bought book through mail order in last 12 months	9,782	3.2%	92
Bought book at supermarket in last 12 months	13,724	4.5%	91
Bought book at warehouse store in last 12 months	18,332	6.1%	95

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