



Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023	
Population		8,703	9,754	
Population 18+		6,282	7,024	
Households		3,010	3,339	
Median Household Income		\$63,734	\$71,815	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		457	7.3%	93
Participated in archery in last 12 months		156	2.5%	93
Participated in backpacking in last 12 months		192	3.1%	85
Participated in baseball in last 12 months		292	4.6%	112
Participated in basketball in last 12 months		638	10.2%	123
Participated in bicycling (mountain) in last 12 months		235	3.7%	92
Participated in bicycling (road) in last 12 months		623	9.9%	98
Participated in boating (power) in last 12 months		306	4.9%	95
Participated in bowling in last 12 months		733	11.7%	121
Participated in canoeing/kayaking in last 12 months		347	5.5%	84
Participated in fishing (fresh water) in last 12 months		866	13.8%	120
Participated in fishing (salt water) in last 12 months		247	3.9%	104
Participated in football in last 12 months		335	5.3%	122
Participated in Frisbee in last 12 months		309	4.9%	118
Participated in golf in last 12 months		558	8.9%	103
Participated in hiking in last 12 months		727	11.6%	96
Participated in horseback riding in last 12 months		160	2.5%	113
Participated in hunting with rifle in last 12 months		232	3.7%	87
Participated in hunting with shotgun in last 12 months		197	3.1%	93
Participated in ice skating in last 12 months		189	3.0%	100
Participated in jogging/running in last 12 months		851	13.5%	105
Participated in motorcycling in last 12 months		189	3.0%	94
Participated in Pilates in last 12 months		185	2.9%	105
Participated in ping pong in last 12 mos		277	4.4%	116
Participated in rock climbing in last 12 mos		107	1.7%	100
Participated in skiing (downhill) in last 12 months		180	2.9%	96
Participated in soccer in last 12 months		277	4.4%	107
Participated in softball in last 12 months		235	3.7%	136
Participated in swimming in last 12 months		1,068	17.0%	105
Participated in target shooting in last 12 months		331	5.3%	121
Participated in tennis in last 12 months		163	2.6%	74
Participated in volleyball in last 12 months		245	3.9%	119
Participated in walking for exercise in last 12 months		1,485	23.6%	97
Participated in weight lifting in last 12 months		665	10.6%	101
Participated in yoga in last 12 months		485	7.7%	95
Participated in Zumba in last 12 mos		259	4.1%	111
Spent on sports/rec equip in last 12 months: \$1-99		432	6.9%	102
Spent on sports/rec equip in last 12 months: \$100-\$249		473	7.5%	120
Spent on sports/rec equip in last 12 months: \$250+		579	9.2%	117
Attend sports events		1,173	18.7%	110
Attend sports events: baseball game - MLB reg seas		344	5.5%	96
Attend sports events: basketball game-NBA reg seas		141	2.2%	137
Attend sports events: football game (college)		281	4.5%	129
Attend sports events: football game - NFL weekend		145	2.3%	110
Attend sports events: high school sports		251	4.0%	124

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	786	12.5%	108
Watch sports on TV	3,853	61.3%	105
Watch on TV: alpine skiing/ski jumping	168	2.7%	91
Watch on TV: auto racing (NASCAR)	701	11.2%	107
Watch on TV: auto racing (not NASCAR)	316	5.0%	118
Watch on TV: baseball (MLB regular season)	1,225	19.5%	100
Watch on TV: baseball (MLB playoffs/World Series)	1,085	17.3%	101
Watch on TV: basketball (college)	872	13.9%	108
Watch on TV: basketball (NCAA tournament)	840	13.4%	104
Watch on TV: basketball (NBA regular season)	1,051	16.7%	109
Watch on TV: basketball (NBA playoffs/finals)	1,151	18.3%	109
Watch on TV: basketball (WNBA)	148	2.4%	81
Watch on TV: bicycle racing	140	2.2%	99
Watch on TV: bowling	75	1.2%	57
Watch on TV: boxing	435	6.9%	103
Watch on TV: bull riding (pro)	158	2.5%	85
Watch on TV: Equestrian events	132	2.1%	93
Watch on TV: extreme sports (summer)	214	3.4%	95
Watch on TV: extreme sports (winter)	236	3.8%	94
Watch on TV: figure skating	279	4.4%	80
Watch on TV: fishing	259	4.1%	89
Watch on TV: football (college)	1,649	26.2%	111
Watch on TV: football (NFL Mon/Thurs night games)	2,183	34.8%	108
Watch on TV: football (NFL weekend games)	2,313	36.8%	112
Watch on TV: football (NFL playoffs/Super Bowl)	2,330	37.1%	111
Watch on TV: golf (PGA)	719	11.4%	98
Watch on TV: golf (LPGA)	210	3.3%	87
Watch on TV: gymnastics	347	5.5%	97
Watch on TV: high school sports	331	5.3%	108
Watch on TV: horse racing (at track or OTB)	124	2.0%	67
Watch on TV: ice hockey (NHL regular season)	594	9.5%	107
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	540	8.6%	100
Watch on TV: mixed martial arts (MMA)	322	5.1%	129
Watch on TV: motorcycle racing	190	3.0%	102
Watch on TV: Olympics (summer)	951	15.1%	96
Watch on TV: Olympics (winter)	649	10.3%	92
Watch on TV: rodeo	156	2.5%	80
Watch on TV: soccer (MLS)	371	5.9%	117
Watch on TV: soccer (World Cup)	583	9.3%	114
Watch on TV: tennis (men`s)	294	4.7%	78
Watch on TV: tennis (women`s)	288	4.6%	75
Watch on TV: track & field	176	2.8%	71
Watch on TV: volleyball (pro beach)	163	2.6%	95
Watch on TV: wrestling (WWE)	377	6.0%	118
Interest in sports: college basketball Super Fan	243	3.9%	104
Interest in sports: college football Super Fan	544	8.7%	109
Interest in sports: golf Super Fan	112	1.8%	90
Interest in sports: high school sports Super Fan	86	1.4%	46
Interest in sports: MLB Super Fan	267	4.3%	83
Interest in sports: NASCAR Super Fan	159	2.5%	84
Interest in sports: NBA Super Fan	346	5.5%	100
Interest in sports: NFL Super Fan	989	15.7%	125
Interest in sports: NHL Super Fan	198	3.2%	92
Interest in sports: soccer Super Fan	209	3.3%	113

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	546	8.7%	73
Member of charitable organization	207	3.3%	74
Member of church board	167	2.7%	92
Member of fraternal order	120	1.9%	79
Member of religious club	249	4.0%	109
Member of union	184	2.9%	77
Member of veterans club	148	2.4%	95
Attended adult education course in last 12 months	558	8.9%	113
Went to art gallery in last 12 months	388	6.2%	78
Attended auto show in last 12 months	399	6.4%	107
Did baking in last 12 months	1,635	26.0%	111
Went to bar/night club in last 12 months	1,053	16.8%	96
Went to beach in last 12 months	1,536	24.5%	87
Played billiards/pool in last 12 months	442	7.0%	106
Played bingo in last 12 months	308	4.9%	121
Did birdwatching in last 12 months	333	5.3%	119
Played board game in last 12 months	1,029	16.4%	112
Read book in last 12 months	2,013	32.0%	95
Participated in book club in last 12 months	187	3.0%	101
Went on overnight camping trip in last 12 months	840	13.4%	110
Played cards in last 12 months	1,029	16.4%	102
Played chess in last 12 months	223	3.5%	101
Played computer game (offline w/software)/12 months	398	6.3%	95
Played computer game (online w/o software)/12 months	771	12.3%	101
Cooked for fun in last 12 months	1,467	23.4%	107
Did crossword puzzle in last 12 months	608	9.7%	98
Danced/went dancing in last 12 months	448	7.1%	94
Attended dance performance in last 12 months	293	4.7%	110
Dined out in last 12 months	3,240	51.6%	101
Participated in fantasy sports league last 12 months	420	6.7%	138
Participated in tailgating in last 12 months	342	5.4%	117
Did furniture refinishing in last 12 months	257	4.1%	110
Gambled at casino in last 12 months	821	13.1%	101
Gambled in Las Vegas in last 12 months	227	3.6%	107
Participate in indoor gardening/plant care	542	8.6%	94
Attended horse races in last 12 months	168	2.7%	116
Participated in karaoke in last 12 months	298	4.7%	120
Bought lottery ticket in last 12 months	2,275	36.2%	101
Played lottery 6+ times in last 30 days	566	9.0%	85
Bought lottery ticket in last 12 months: Daily Drawing	185	2.9%	88
Bought lottery ticket in last 12 months: Instant Game	1,097	17.5%	99
Bought lottery ticket in last 12 months: Mega Millions	834	13.3%	85
Bought lottery ticket in last 12 months: Powerball	1,337	21.3%	97
Attended a movie in last 6 months	4,079	64.9%	109
Attended movie in last 90 days: once/week or more	164	2.6%	111
Attended movie in last 90 days: 2-3 times a month	498	7.9%	128
Attended movie in last 90 days: once a month	712	11.3%	114
Attended movie in last 90 days: < once a month	2,438	38.8%	108
Movie genre seen at theater/6 months: action	1,957	31.2%	113

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	2,193	34.9%	112
Movie genre seen at theater/6 months: comedy	1,669	26.6%	109
Movie genre seen at theater/6 months: crime	707	11.3%	103
Movie genre seen at theater/6 months: drama	1,461	23.3%	99
Movie genre seen at theater/6 months: family	763	12.1%	119
Movie genre seen at theater/6 months: fantasy	1,001	15.9%	115
Movie genre seen at theater/6 months: horror	357	5.7%	107
Movie genre seen at theater/6 months: romance	432	6.9%	88
Movie genre seen at theater/6 months: science fiction	1,406	22.4%	114
Movie genre seen at theater/6 months: thriller	1,172	18.7%	108
Went to museum in last 12 months	785	12.5%	97
Attended classical music/opera performance/12 months	239	3.8%	102
Attended country music performance in last 12 months	444	7.1%	108
Attended rock music performance in last 12 months	629	10.0%	106
Played musical instrument in last 12 months	513	8.2%	109
Did painting/drawing in last 12 months	529	8.4%	111
Did photo album/scrapbooking in last 12 months	298	4.7%	106
Did photography in last 12 months	616	9.8%	94
Did Sudoku puzzle in last 12 months	504	8.0%	102
Went to live theater in last 12 months	644	10.3%	88
Visited a theme park in last 12 months	1,306	20.8%	110
Visited a theme park 5+ times in last 12 months	294	4.7%	117
Participated in trivia games in last 12 months	461	7.3%	110
Played video/electronic game (console) last 12 months	697	11.1%	121
Played video/electronic game (portable) last 12 months	366	5.8%	112
Visited an indoor water park in last 12 months	200	3.2%	97
Did woodworking in last 12 months	310	4.9%	109
Participated in word games in last 12 months	689	11.0%	106
Went to zoo in last 12 months	997	15.9%	125
Purchased DVDs in last 30 days: 1	169	2.7%	104
Purchased DVDs in last 30 days: 2	108	1.7%	85
Purchased DVDs in last 30 days: 3+	183	2.9%	76
Purchased DVD/Blu-ray disc online in last 12 months	438	7.0%	105
Rented DVDs in last 30 days: 1	262	4.2%	117
Rented DVDs in last 30 days: 2	304	4.8%	130
Rented DVDs in last 30 days: 3+	748	11.9%	132
Rented movie/oth video/30 days: action/adventure	1,664	26.5%	124
Rented movie/oth video/30 days: classics	395	6.3%	98
Rented movie/oth video/30 days: comedy	1,566	24.9%	120
Rented movie/oth video/30 days: drama	1,128	18.0%	123
Rented movie/oth video/30 days: family/children	776	12.4%	122
Rented movie/oth video/30 days: foreign	95	1.5%	60
Rented movie/oth video/30 days: horror	507	8.1%	112
Rented movie/oth video/30 days: musical	179	2.8%	104
Rented movie/oth video/30 days: news/documentary	219	3.5%	84
Rented movie/oth video/30 days: romance	561	8.9%	114
Rented movie/oth video/30 days: science fiction	491	7.8%	106
Rented movie/oth video/30 days: TV show	539	8.6%	109
Rented movie/oth video/30 days: western	138	2.2%	81

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	486	7.7%	103
Rented DVD/Blu-ray/30 days: from netflix.com	1,001	15.9%	119
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,472	23.4%	138
HH owns ATV/UTV	148	4.9%	84
Bought any children`s toy/game in last 12 months	2,390	38.0%	116
Spent on toys/games for child last 12 months: <\$50	427	6.8%	113
Spent on toys/games for child last 12 months: \$50-99	141	2.2%	88
Spent on toys/games for child last 12 months: \$100-199	465	7.4%	119
Spent on toys/games for child last 12 months: \$200-499	663	10.6%	119
Spent on toys/games for child last 12 months: \$500+	354	5.6%	121
Bought any toys/games online in last 12 months	663	10.6%	113
Bought infant toy in last 12 months	521	8.3%	125
Bought pre-school toy in last 12 months	437	7.0%	101
Bought for child last 12 months: boy action figure	643	10.2%	129
Bought for child last 12 months: girl action figure	253	4.0%	118
Bought for child last 12 months: action game	140	2.2%	88
Bought for child last 12 months: bicycle	480	7.6%	128
Bought for child last 12 months: board game	883	14.1%	126
Bought for child last 12 months: builder set	355	5.7%	109
Bought for child last 12 months: car	617	9.8%	122
Bought for child last 12 months: construction toy	407	6.5%	113
Bought for child last 12 months: fashion doll	248	3.9%	91
Bought for child last 12 months: large/baby doll	529	8.4%	121
Bought for child last 12 months: doll accessories	254	4.0%	105
Bought for child last 12 months: doll clothing	291	4.6%	113
Bought for child last 12 months: educational toy	888	14.1%	120
Bought for child last 12 months: electronic doll/animal	186	3.0%	107
Bought for child last 12 months: electronic game	400	6.4%	115
Bought for child last 12 months: mechanical toy	238	3.8%	96
Bought for child last 12 months: model kit/set	193	3.1%	105
Bought for child last 12 months: plush doll/animal	609	9.7%	119
Bought for child last 12 months: sound game	106	1.7%	89
Bought for child last 12 months: water toy	691	11.0%	119
Bought for child last 12 months: word game	161	2.6%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	765	12.2%	91
Bought hardcover book in last 12 months	1,187	18.9%	95
Bought paperback book in last 12 months	1,829	29.1%	100
Bought 1-3 books in last 12 months	1,341	21.3%	108
Bought 4-6 books in last 12 months	556	8.9%	95
Bought 7+ books in last 12 months	926	14.7%	92
Bought book (fiction) in last 12 months	1,433	22.8%	93
Bought book (non-fiction) in last 12 months	1,409	22.4%	100
Bought biography in last 12 months	347	5.5%	81
Bought children`s book in last 12 months	635	10.1%	111
Bought cookbook in last 12 months	423	6.7%	93
Bought history book in last 12 months	506	8.1%	96
Bought mystery book in last 12 months	604	9.6%	94
Bought novel in last 12 months	795	12.7%	93
Bought religious book (not bible) in last 12 mo	434	6.9%	106
Bought romance book in last 12 months	370	5.9%	100
Bought science fiction book in last 12 months	342	5.4%	96
Bought personal/business self-help book last 12 months	388	6.2%	97
Bought travel book in last 12 months	111	1.8%	85
Bought book online in last 12 months	1,380	22.0%	108
Bought book last 12 months: amazon.com	1,168	18.6%	95
Bought book last 12 months: barnes&noble.com	144	2.3%	104
Bought book last 12 months: Barnes & Noble book store	717	11.4%	88
Bought book last 12 months: other book store (not B&N)	679	10.8%	107
Bought book last 12 months: mail order	117	1.9%	95
Listened to/purchased audiobook in last 6 months	414	6.6%	122

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Demographic Summary		2018	2023
Population		64,740	73,661
Population 18+		46,133	52,251
Households		21,068	23,767
Median Household Income		\$71,489	\$78,678

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	3,780	8.2%	104
Participated in archery in last 12 months	1,268	2.7%	103
Participated in backpacking in last 12 months	1,677	3.6%	101
Participated in baseball in last 12 months	2,310	5.0%	121
Participated in basketball in last 12 months	4,564	9.9%	120
Participated in bicycling (mountain) in last 12 months	1,913	4.1%	102
Participated in bicycling (road) in last 12 months	4,729	10.3%	101
Participated in boating (power) in last 12 months	2,527	5.5%	107
Participated in bowling in last 12 months	5,506	11.9%	123
Participated in canoeing/kayaking in last 12 months	2,717	5.9%	89
Participated in fishing (fresh water) in last 12 months	6,253	13.6%	118
Participated in fishing (salt water) in last 12 months	2,055	4.5%	117
Participated in football in last 12 months	2,590	5.6%	128
Participated in Frisbee in last 12 months	2,210	4.8%	115
Participated in golf in last 12 months	4,423	9.6%	111
Participated in hiking in last 12 months	5,834	12.6%	104
Participated in horseback riding in last 12 months	1,420	3.1%	136
Participated in hunting with rifle in last 12 months	2,091	4.5%	107
Participated in hunting with shotgun in last 12 months	1,671	3.6%	108
Participated in ice skating in last 12 months	1,337	2.9%	97
Participated in jogging/running in last 12 months	6,711	14.5%	113
Participated in motorcycling in last 12 months	1,427	3.1%	97
Participated in Pilates in last 12 months	1,371	3.0%	106
Participated in ping pong in last 12 mos	2,088	4.5%	120
Participated in rock climbing in last 12 mos	849	1.8%	108
Participated in skiing (downhill) in last 12 months	1,303	2.8%	94
Participated in soccer in last 12 months	2,042	4.4%	107
Participated in softball in last 12 months	1,686	3.7%	133
Participated in swimming in last 12 months	7,893	17.1%	106
Participated in target shooting in last 12 months	2,737	5.9%	136
Participated in tennis in last 12 months	1,317	2.9%	82
Participated in volleyball in last 12 months	1,795	3.9%	118
Participated in walking for exercise in last 12 months	11,524	25.0%	103
Participated in weight lifting in last 12 months	5,510	11.9%	114
Participated in yoga in last 12 months	4,019	8.7%	107
Participated in Zumba in last 12 mos	1,817	3.9%	106
Spent on sports/rec equip in last 12 months: \$1-99	3,229	7.0%	104
Spent on sports/rec equip in last 12 months: \$100-\$249	3,474	7.5%	120
Spent on sports/rec equip in last 12 months: \$250+	4,591	10.0%	126
Attend sports events	8,855	19.2%	114
Attend sports events: baseball game - MLB reg seas	2,443	5.3%	93
Attend sports events: basketball game-NBA reg seas	1,063	2.3%	140
Attend sports events: football game (college)	2,281	4.9%	142
Attend sports events: football game - NFL weekend	1,054	2.3%	109
Attend sports events: high school sports	2,020	4.4%	136

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	5,869	12.7%	110
Watch sports on TV	28,342	61.4%	105
Watch on TV: alpine skiing/ski jumping	1,214	2.6%	89
Watch on TV: auto racing (NASCAR)	4,932	10.7%	102
Watch on TV: auto racing (not NASCAR)	2,026	4.4%	103
Watch on TV: baseball (MLB regular season)	8,665	18.8%	96
Watch on TV: baseball (MLB playoffs/World Series)	7,805	16.9%	99
Watch on TV: basketball (college)	6,403	13.9%	108
Watch on TV: basketball (NCAA tournament)	6,535	14.2%	110
Watch on TV: basketball (NBA regular season)	7,700	16.7%	109
Watch on TV: basketball (NBA playoffs/finals)	8,704	18.9%	112
Watch on TV: basketball (WNBA)	1,212	2.6%	90
Watch on TV: bicycle racing	1,022	2.2%	99
Watch on TV: bowling	718	1.6%	74
Watch on TV: boxing	3,138	6.8%	101
Watch on TV: bull riding (pro)	1,139	2.5%	84
Watch on TV: Equestrian events	931	2.0%	90
Watch on TV: extreme sports (summer)	1,730	3.8%	104
Watch on TV: extreme sports (winter)	1,862	4.0%	101
Watch on TV: figure skating	1,960	4.2%	77
Watch on TV: fishing	2,109	4.6%	98
Watch on TV: football (college)	12,676	27.5%	116
Watch on TV: football (NFL Mon/Thurs night games)	16,515	35.8%	111
Watch on TV: football (NFL weekend games)	17,017	36.9%	113
Watch on TV: football (NFL playoffs/Super Bowl)	17,450	37.8%	113
Watch on TV: golf (PGA)	5,602	12.1%	104
Watch on TV: golf (LPGA)	1,738	3.8%	98
Watch on TV: gymnastics	2,803	6.1%	107
Watch on TV: high school sports	2,525	5.5%	112
Watch on TV: horse racing (at track or OTB)	1,119	2.4%	82
Watch on TV: ice hockey (NHL regular season)	3,791	8.2%	93
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	3,589	7.8%	91
Watch on TV: mixed martial arts (MMA)	2,229	4.8%	122
Watch on TV: motorcycle racing	1,529	3.3%	112
Watch on TV: Olympics (summer)	7,340	15.9%	101
Watch on TV: Olympics (winter)	4,688	10.2%	91
Watch on TV: rodeo	1,227	2.7%	86
Watch on TV: soccer (MLS)	2,944	6.4%	127
Watch on TV: soccer (World Cup)	4,499	9.8%	120
Watch on TV: tennis (men`s)	2,556	5.5%	92
Watch on TV: tennis (women`s)	2,483	5.4%	88
Watch on TV: track & field	1,515	3.3%	83
Watch on TV: volleyball (pro beach)	1,326	2.9%	106
Watch on TV: wrestling (WWE)	2,407	5.2%	103
Interest in sports: college basketball Super Fan	1,922	4.2%	112
Interest in sports: college football Super Fan	4,144	9.0%	113
Interest in sports: golf Super Fan	758	1.6%	83
Interest in sports: high school sports Super Fan	937	2.0%	68
Interest in sports: MLB Super Fan	2,061	4.5%	87
Interest in sports: NASCAR Super Fan	1,018	2.2%	73
Interest in sports: NBA Super Fan	2,703	5.9%	106
Interest in sports: NFL Super Fan	7,037	15.3%	121
Interest in sports: NHL Super Fan	1,108	2.4%	70
Interest in sports: soccer Super Fan	1,656	3.6%	122

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

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,176	9.1%	76
Member of charitable organization	1,634	3.5%	80
Member of church board	1,352	2.9%	101
Member of fraternal order	977	2.1%	87
Member of religious club	1,863	4.0%	111
Member of union	1,472	3.2%	84
Member of veterans club	1,110	2.4%	97
Attended adult education course in last 12 months	3,649	7.9%	101
Went to art gallery in last 12 months	2,699	5.9%	74
Attended auto show in last 12 months	3,053	6.6%	112
Did baking in last 12 months	12,032	26.1%	112
Went to bar/night club in last 12 months	7,633	16.5%	95
Went to beach in last 12 months	12,612	27.3%	97
Played billiards/pool in last 12 months	3,230	7.0%	105
Played bingo in last 12 months	2,115	4.6%	113
Did birdwatching in last 12 months	2,308	5.0%	112
Played board game in last 12 months	8,037	17.4%	119
Read book in last 12 months	14,887	32.3%	95
Participated in book club in last 12 months	1,388	3.0%	102
Went on overnight camping trip in last 12 months	6,463	14.0%	115
Played cards in last 12 months	7,812	16.9%	105
Played chess in last 12 months	1,549	3.4%	96
Played computer game (offline w/software)/12 months	2,906	6.3%	95
Played computer game (online w/o software)/12 months	5,481	11.9%	98
Cooked for fun in last 12 months	10,752	23.3%	106
Did crossword puzzle in last 12 months	4,298	9.3%	95
Danced/went dancing in last 12 months	3,420	7.4%	97
Attended dance performance in last 12 months	2,151	4.7%	110
Dined out in last 12 months	24,888	53.9%	106
Participated in fantasy sports league last 12 months	3,188	6.9%	143
Participated in tailgating in last 12 months	2,618	5.7%	122
Did furniture refinishing in last 12 months	1,932	4.2%	113
Gambled at casino in last 12 months	6,057	13.1%	101
Gambled in Las Vegas in last 12 months	1,898	4.1%	122
Participate in indoor gardening/plant care	3,888	8.4%	92
Attended horse races in last 12 months	1,119	2.4%	105
Participated in karaoke in last 12 months	2,174	4.7%	119
Bought lottery ticket in last 12 months	16,749	36.3%	101
Played lottery 6+ times in last 30 days	4,152	9.0%	85
Bought lottery ticket in last 12 months: Daily Drawing	1,237	2.7%	80
Bought lottery ticket in last 12 months: Instant Game	7,925	17.2%	97
Bought lottery ticket in last 12 months: Mega Millions	6,681	14.5%	93
Bought lottery ticket in last 12 months: Powerball	10,301	22.3%	101
Attended a movie in last 6 months	30,649	66.4%	112
Attended movie in last 90 days: once/week or more	1,318	2.9%	121
Attended movie in last 90 days: 2-3 times a month	3,701	8.0%	129
Attended movie in last 90 days: once a month	5,184	11.2%	113
Attended movie in last 90 days: < once a month	18,292	39.7%	111
Movie genre seen at theater/6 months: action	15,146	32.8%	119

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	17,126	37.1%	119
Movie genre seen at theater/6 months: comedy	13,153	28.5%	117
Movie genre seen at theater/6 months: crime	5,283	11.5%	104
Movie genre seen at theater/6 months: drama	11,463	24.8%	106
Movie genre seen at theater/6 months: family	5,802	12.6%	123
Movie genre seen at theater/6 months: fantasy	7,596	16.5%	119
Movie genre seen at theater/6 months: horror	2,566	5.6%	104
Movie genre seen at theater/6 months: romance	3,609	7.8%	100
Movie genre seen at theater/6 months: science fiction	11,029	23.9%	121
Movie genre seen at theater/6 months: thriller	8,896	19.3%	112
Went to museum in last 12 months	6,032	13.1%	101
Attended classical music/opera performance/12 months	1,448	3.1%	84
Attended country music performance in last 12 months	3,299	7.2%	109
Attended rock music performance in last 12 months	4,710	10.2%	108
Played musical instrument in last 12 months	3,765	8.2%	109
Did painting/drawing in last 12 months	3,438	7.5%	98
Did photo album/scrapbooking in last 12 months	2,282	4.9%	111
Did photography in last 12 months	4,497	9.7%	94
Did Sudoku puzzle in last 12 months	3,744	8.1%	103
Went to live theater in last 12 months	4,991	10.8%	93
Visited a theme park in last 12 months	10,145	22.0%	116
Visited a theme park 5+ times in last 12 months	2,402	5.2%	131
Participated in trivia games in last 12 months	3,427	7.4%	112
Played video/electronic game (console) last 12 months	4,573	9.9%	109
Played video/electronic game (portable) last 12 months	2,491	5.4%	104
Visited an indoor water park in last 12 months	1,519	3.3%	101
Did woodworking in last 12 months	2,084	4.5%	100
Participated in word games in last 12 months	4,899	10.6%	103
Went to zoo in last 12 months	7,123	15.4%	122
Purchased DVDs in last 30 days: 1	1,318	2.9%	110
Purchased DVDs in last 30 days: 2	789	1.7%	84
Purchased DVDs in last 30 days: 3+	1,495	3.2%	85
Purchased DVD/Blu-ray disc online in last 12 months	3,228	7.0%	105
Rented DVDs in last 30 days: 1	2,131	4.6%	130
Rented DVDs in last 30 days: 2	2,161	4.7%	126
Rented DVDs in last 30 days: 3+	5,063	11.0%	122
Rented movie/oth video/30 days: action/adventure	11,984	26.0%	121
Rented movie/oth video/30 days: classics	2,964	6.4%	101
Rented movie/oth video/30 days: comedy	10,836	23.5%	113
Rented movie/oth video/30 days: drama	7,570	16.4%	112
Rented movie/oth video/30 days: family/children	6,159	13.4%	132
Rented movie/oth video/30 days: foreign	892	1.9%	77
Rented movie/oth video/30 days: horror	3,427	7.4%	103
Rented movie/oth video/30 days: musical	1,166	2.5%	92
Rented movie/oth video/30 days: news/documentary	1,812	3.9%	94
Rented movie/oth video/30 days: romance	3,877	8.4%	108
Rented movie/oth video/30 days: science fiction	3,686	8.0%	108
Rented movie/oth video/30 days: TV show	3,967	8.6%	109
Rented movie/oth video/30 days: western	1,027	2.2%	82

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,997	8.7%	115
Rented DVD/Blu-ray/30 days: from netflix.com	7,115	15.4%	115
Rented/purch DVD/Blu-ray/30 days: from Redbox	10,421	22.6%	133
HH owns ATV/UTV	1,116	5.3%	91
Bought any children`s toy/game in last 12 months	18,198	39.4%	121
Spent on toys/games for child last 12 months: <\$50	3,147	6.8%	113
Spent on toys/games for child last 12 months: \$50-99	1,206	2.6%	103
Spent on toys/games for child last 12 months: \$100-199	3,303	7.2%	115
Spent on toys/games for child last 12 months: \$200-499	5,157	11.2%	126
Spent on toys/games for child last 12 months: \$500+	2,767	6.0%	128
Bought any toys/games online in last 12 months	5,182	11.2%	120
Bought infant toy in last 12 months	3,796	8.2%	124
Bought pre-school toy in last 12 months	3,525	7.6%	111
Bought for child last 12 months: boy action figure	4,426	9.6%	121
Bought for child last 12 months: girl action figure	1,844	4.0%	117
Bought for child last 12 months: action game	1,229	2.7%	106
Bought for child last 12 months: bicycle	3,732	8.1%	136
Bought for child last 12 months: board game	7,005	15.2%	137
Bought for child last 12 months: builder set	2,831	6.1%	119
Bought for child last 12 months: car	4,629	10.0%	125
Bought for child last 12 months: construction toy	3,432	7.4%	130
Bought for child last 12 months: fashion doll	1,901	4.1%	95
Bought for child last 12 months: large/baby doll	4,167	9.0%	130
Bought for child last 12 months: doll accessories	1,951	4.2%	110
Bought for child last 12 months: doll clothing	2,264	4.9%	120
Bought for child last 12 months: educational toy	6,972	15.1%	128
Bought for child last 12 months: electronic doll/animal	1,561	3.4%	122
Bought for child last 12 months: electronic game	3,278	7.1%	128
Bought for child last 12 months: mechanical toy	1,917	4.2%	105
Bought for child last 12 months: model kit/set	1,448	3.1%	107
Bought for child last 12 months: plush doll/animal	4,578	9.9%	122
Bought for child last 12 months: sound game	794	1.7%	90
Bought for child last 12 months: water toy	5,330	11.6%	125
Bought for child last 12 months: word game	1,073	2.3%	92

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	6,090	13.2%	99
Bought hardcover book in last 12 months	9,146	19.8%	100
Bought paperback book in last 12 months	13,868	30.1%	104
Bought 1-3 books in last 12 months	9,904	21.5%	109
Bought 4-6 books in last 12 months	4,399	9.5%	102
Bought 7+ books in last 12 months	7,118	15.4%	96
Bought book (fiction) in last 12 months	11,261	24.4%	99
Bought book (non-fiction) in last 12 months	10,654	23.1%	102
Bought biography in last 12 months	2,361	5.1%	75
Bought children`s book in last 12 months	4,764	10.3%	114
Bought cookbook in last 12 months	3,170	6.9%	95
Bought history book in last 12 months	3,716	8.1%	96
Bought mystery book in last 12 months	4,183	9.1%	89
Bought novel in last 12 months	6,055	13.1%	96
Bought religious book (not bible) in last 12 mo	3,230	7.0%	107
Bought romance book in last 12 months	2,851	6.2%	105
Bought science fiction book in last 12 months	2,650	5.7%	101
Bought personal/business self-help book last 12 months	3,241	7.0%	111
Bought travel book in last 12 months	772	1.7%	80
Bought book online in last 12 months	10,455	22.7%	112
Bought book last 12 months: amazon.com	9,141	19.8%	102
Bought book last 12 months: barnes&noble.com	1,141	2.5%	112
Bought book last 12 months: Barnes & Noble book store	5,999	13.0%	100
Bought book last 12 months: other book store (not B&N)	4,819	10.4%	104
Bought book last 12 months: mail order	841	1.8%	93
Listened to/purchased audiobook in last 6 months	2,809	6.1%	113

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023	
Population		164,411	184,213	
Population 18+		117,566	131,502	
Households		54,649	60,775	
Median Household Income		\$67,963	\$76,021	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		9,611	8.2%	104
Participated in archery in last 12 months		3,018	2.6%	96
Participated in backpacking in last 12 months		4,075	3.5%	96
Participated in baseball in last 12 months		5,500	4.7%	113
Participated in basketball in last 12 months		10,663	9.1%	110
Participated in bicycling (mountain) in last 12 months		4,786	4.1%	100
Participated in bicycling (road) in last 12 months		11,879	10.1%	100
Participated in boating (power) in last 12 months		6,203	5.3%	103
Participated in bowling in last 12 months		13,213	11.2%	116
Participated in canoeing/kayaking in last 12 months		6,964	5.9%	90
Participated in fishing (fresh water) in last 12 months		14,680	12.5%	108
Participated in fishing (salt water) in last 12 months		4,634	3.9%	104
Participated in football in last 12 months		5,967	5.1%	116
Participated in Frisbee in last 12 months		5,245	4.5%	107
Participated in golf in last 12 months		10,971	9.3%	108
Participated in hiking in last 12 months		14,108	12.0%	99
Participated in horseback riding in last 12 months		3,145	2.7%	119
Participated in hunting with rifle in last 12 months		4,832	4.1%	97
Participated in hunting with shotgun in last 12 months		3,898	3.3%	99
Participated in ice skating in last 12 months		3,430	2.9%	97
Participated in jogging/running in last 12 months		16,571	14.1%	109
Participated in motorcycling in last 12 months		3,607	3.1%	96
Participated in Pilates in last 12 months		3,196	2.7%	97
Participated in ping pong in last 12 mos		4,886	4.2%	110
Participated in rock climbing in last 12 mos		2,078	1.8%	103
Participated in skiing (downhill) in last 12 months		3,243	2.8%	92
Participated in soccer in last 12 months		5,093	4.3%	105
Participated in softball in last 12 months		3,831	3.3%	118
Participated in swimming in last 12 months		19,801	16.8%	104
Participated in target shooting in last 12 months		6,090	5.2%	119
Participated in tennis in last 12 months		3,553	3.0%	87
Participated in volleyball in last 12 months		4,322	3.7%	112
Participated in walking for exercise in last 12 months		29,588	25.2%	104
Participated in weight lifting in last 12 months		13,449	11.4%	109
Participated in yoga in last 12 months		9,528	8.1%	99
Participated in Zumba in last 12 mos		4,553	3.9%	104
Spent on sports/rec equip in last 12 months: \$1-99		8,045	6.8%	102
Spent on sports/rec equip in last 12 months: \$100-\$249		7,939	6.8%	107
Spent on sports/rec equip in last 12 months: \$250+		10,701	9.1%	115
Attend sports events		21,653	18.4%	109
Attend sports events: baseball game - MLB reg seas		6,542	5.6%	98
Attend sports events: basketball game-NBA reg seas		2,392	2.0%	124
Attend sports events: football game (college)		5,095	4.3%	125
Attend sports events: football game - NFL weekend		2,666	2.3%	108
Attend sports events: high school sports		4,678	4.0%	123

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	14,316	12.2%	105
Watch sports on TV	71,086	60.5%	103
Watch on TV: alpine skiing/ski jumping	3,144	2.7%	91
Watch on TV: auto racing (NASCAR)	12,260	10.4%	100
Watch on TV: auto racing (not NASCAR)	5,078	4.3%	101
Watch on TV: baseball (MLB regular season)	22,584	19.2%	98
Watch on TV: baseball (MLB playoffs/World Series)	20,289	17.3%	101
Watch on TV: basketball (college)	16,091	13.7%	106
Watch on TV: basketball (NCAA tournament)	15,894	13.5%	105
Watch on TV: basketball (NBA regular season)	19,306	16.4%	107
Watch on TV: basketball (NBA playoffs/finals)	21,658	18.4%	110
Watch on TV: basketball (WNBA)	3,159	2.7%	92
Watch on TV: bicycle racing	2,606	2.2%	99
Watch on TV: bowling	1,906	1.6%	77
Watch on TV: boxing	8,150	6.9%	103
Watch on TV: bull riding (pro)	2,923	2.5%	84
Watch on TV: Equestrian events	2,366	2.0%	90
Watch on TV: extreme sports (summer)	4,344	3.7%	103
Watch on TV: extreme sports (winter)	4,633	3.9%	98
Watch on TV: figure skating	5,307	4.5%	82
Watch on TV: fishing	5,179	4.4%	95
Watch on TV: football (college)	30,788	26.2%	111
Watch on TV: football (NFL Mon/Thurs night games)	40,683	34.6%	108
Watch on TV: football (NFL weekend games)	41,685	35.5%	108
Watch on TV: football (NFL playoffs/Super Bowl)	42,467	36.1%	108
Watch on TV: golf (PGA)	13,778	11.7%	100
Watch on TV: golf (LPGA)	4,202	3.6%	93
Watch on TV: gymnastics	6,875	5.8%	103
Watch on TV: high school sports	6,328	5.4%	110
Watch on TV: horse racing (at track or OTB)	2,840	2.4%	82
Watch on TV: ice hockey (NHL regular season)	9,934	8.4%	96
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	9,454	8.0%	94
Watch on TV: mixed martial arts (MMA)	5,139	4.4%	110
Watch on TV: motorcycle racing	3,548	3.0%	102
Watch on TV: Olympics (summer)	18,716	15.9%	101
Watch on TV: Olympics (winter)	12,132	10.3%	92
Watch on TV: rodeo	3,047	2.6%	83
Watch on TV: soccer (MLS)	7,046	6.0%	119
Watch on TV: soccer (World Cup)	10,716	9.1%	112
Watch on TV: tennis (men`s)	6,577	5.6%	93
Watch on TV: tennis (women`s)	6,577	5.6%	91
Watch on TV: track & field	4,188	3.6%	90
Watch on TV: volleyball (pro beach)	3,260	2.8%	102
Watch on TV: wrestling (WWE)	5,908	5.0%	99
Interest in sports: college basketball Super Fan	4,521	3.8%	103
Interest in sports: college football Super Fan	9,853	8.4%	105
Interest in sports: golf Super Fan	1,951	1.7%	83
Interest in sports: high school sports Super Fan	2,742	2.3%	78
Interest in sports: MLB Super Fan	5,563	4.7%	92
Interest in sports: NASCAR Super Fan	2,783	2.4%	79
Interest in sports: NBA Super Fan	6,407	5.4%	99
Interest in sports: NFL Super Fan	16,717	14.2%	113
Interest in sports: NHL Super Fan	3,114	2.6%	77
Interest in sports: soccer Super Fan	3,751	3.2%	109

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	11,575	9.8%	83
Member of charitable organization	4,547	3.9%	87
Member of church board	3,286	2.8%	97
Member of fraternal order	2,500	2.1%	88
Member of religious club	4,629	3.9%	108
Member of union	3,748	3.2%	84
Member of veterans club	2,888	2.5%	99
Attended adult education course in last 12 months	9,609	8.2%	104
Went to art gallery in last 12 months	7,333	6.2%	79
Attended auto show in last 12 months	7,603	6.5%	109
Did baking in last 12 months	29,155	24.8%	106
Went to bar/night club in last 12 months	19,756	16.8%	96
Went to beach in last 12 months	32,542	27.7%	98
Played billiards/pool in last 12 months	8,047	6.8%	103
Played bingo in last 12 months	5,168	4.4%	109
Did birdwatching in last 12 months	5,213	4.4%	99
Played board game in last 12 months	19,584	16.7%	113
Read book in last 12 months	38,498	32.7%	97
Participated in book club in last 12 months	3,445	2.9%	100
Went on overnight camping trip in last 12 months	15,595	13.3%	109
Played cards in last 12 months	19,385	16.5%	102
Played chess in last 12 months	3,992	3.4%	97
Played computer game (offline w/software)/12 months	7,518	6.4%	96
Played computer game (online w/o software)/12 months	13,927	11.8%	98
Cooked for fun in last 12 months	26,772	22.8%	104
Did crossword puzzle in last 12 months	10,787	9.2%	93
Danced/went dancing in last 12 months	9,080	7.7%	101
Attended dance performance in last 12 months	5,287	4.5%	106
Dined out in last 12 months	61,749	52.5%	103
Participated in fantasy sports league last 12 months	7,086	6.0%	125
Participated in tailgating in last 12 months	6,268	5.3%	114
Did furniture refinishing in last 12 months	4,539	3.9%	104
Gambled at casino in last 12 months	15,507	13.2%	102
Gambled in Las Vegas in last 12 months	4,595	3.9%	116
Participate in indoor gardening/plant care	10,015	8.5%	93
Attended horse races in last 12 months	2,674	2.3%	98
Participated in karaoke in last 12 months	5,171	4.4%	111
Bought lottery ticket in last 12 months	42,668	36.3%	101
Played lottery 6+ times in last 30 days	11,346	9.7%	91
Bought lottery ticket in last 12 months: Daily Drawing	3,494	3.0%	89
Bought lottery ticket in last 12 months: Instant Game	20,711	17.6%	100
Bought lottery ticket in last 12 months: Mega Millions	18,006	15.3%	98
Bought lottery ticket in last 12 months: Powerball	26,371	22.4%	102
Attended a movie in last 6 months	75,303	64.1%	108
Attended movie in last 90 days: once/week or more	2,974	2.5%	107
Attended movie in last 90 days: 2-3 times a month	8,605	7.3%	118
Attended movie in last 90 days: once a month	12,576	10.7%	107
Attended movie in last 90 days: < once a month	45,403	38.6%	108
Movie genre seen at theater/6 months: action	36,559	31.1%	113

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	41,298	35.1%	113
Movie genre seen at theater/6 months: comedy	31,795	27.0%	111
Movie genre seen at theater/6 months: crime	13,536	11.5%	105
Movie genre seen at theater/6 months: drama	28,570	24.3%	103
Movie genre seen at theater/6 months: family	13,910	11.8%	116
Movie genre seen at theater/6 months: fantasy	18,315	15.6%	112
Movie genre seen at theater/6 months: horror	6,513	5.5%	104
Movie genre seen at theater/6 months: romance	9,050	7.7%	98
Movie genre seen at theater/6 months: science fiction	26,390	22.4%	114
Movie genre seen at theater/6 months: thriller	21,785	18.5%	107
Went to museum in last 12 months	14,845	12.6%	98
Attended classical music/opera performance/12 months	3,507	3.0%	80
Attended country music performance in last 12 months	8,003	6.8%	104
Attended rock music performance in last 12 months	11,697	9.9%	106
Played musical instrument in last 12 months	8,671	7.4%	98
Did painting/drawing in last 12 months	8,552	7.3%	96
Did photo album/scrapbooking in last 12 months	5,566	4.7%	106
Did photography in last 12 months	11,669	9.9%	95
Did Sudoku puzzle in last 12 months	8,921	7.6%	96
Went to live theater in last 12 months	12,516	10.6%	92
Visited a theme park in last 12 months	25,378	21.6%	114
Visited a theme park 5+ times in last 12 months	5,701	4.8%	122
Participated in trivia games in last 12 months	8,391	7.1%	107
Played video/electronic game (console) last 12 months	11,154	9.5%	104
Played video/electronic game (portable) last 12 months	6,191	5.3%	101
Visited an indoor water park in last 12 months	3,988	3.4%	104
Did woodworking in last 12 months	5,041	4.3%	95
Participated in word games in last 12 months	11,966	10.2%	99
Went to zoo in last 12 months	17,244	14.7%	116
Purchased DVDs in last 30 days: 1	3,245	2.8%	107
Purchased DVDs in last 30 days: 2	2,354	2.0%	99
Purchased DVDs in last 30 days: 3+	4,210	3.6%	93
Purchased DVD/Blu-ray disc online in last 12 months	8,263	7.0%	106
Rented DVDs in last 30 days: 1	5,211	4.4%	124
Rented DVDs in last 30 days: 2	5,065	4.3%	116
Rented DVDs in last 30 days: 3+	12,020	10.2%	113
Rented movie/oth video/30 days: action/adventure	29,318	24.9%	117
Rented movie/oth video/30 days: classics	7,572	6.4%	101
Rented movie/oth video/30 days: comedy	26,699	22.7%	109
Rented movie/oth video/30 days: drama	18,651	15.9%	108
Rented movie/oth video/30 days: family/children	14,819	12.6%	125
Rented movie/oth video/30 days: foreign	2,394	2.0%	81
Rented movie/oth video/30 days: horror	8,793	7.5%	104
Rented movie/oth video/30 days: musical	3,147	2.7%	97
Rented movie/oth video/30 days: news/documentary	4,485	3.8%	92
Rented movie/oth video/30 days: romance	9,824	8.4%	107
Rented movie/oth video/30 days: science fiction	9,355	8.0%	108
Rented movie/oth video/30 days: TV show	9,769	8.3%	105
Rented movie/oth video/30 days: western	2,731	2.3%	86

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	9,899	8.4%	112
Rented DVD/Blu-ray/30 days: from netflix.com	17,709	15.1%	112
Rented/purch DVD/Blu-ray/30 days: from Redbox	25,201	21.4%	126
HH owns ATV/UTV	2,779	5.1%	87
Bought any children`s toy/game in last 12 months	44,239	37.6%	115
Spent on toys/games for child last 12 months: <\$50	7,918	6.7%	112
Spent on toys/games for child last 12 months: \$50-99	3,045	2.6%	102
Spent on toys/games for child last 12 months: \$100-199	8,272	7.0%	113
Spent on toys/games for child last 12 months: \$200-499	12,537	10.7%	120
Spent on toys/games for child last 12 months: \$500+	6,438	5.5%	117
Bought any toys/games online in last 12 months	12,716	10.8%	116
Bought infant toy in last 12 months	8,851	7.5%	113
Bought pre-school toy in last 12 months	8,764	7.5%	109
Bought for child last 12 months: boy action figure	10,742	9.1%	115
Bought for child last 12 months: girl action figure	4,530	3.9%	113
Bought for child last 12 months: action game	3,284	2.8%	111
Bought for child last 12 months: bicycle	8,597	7.3%	123
Bought for child last 12 months: board game	16,517	14.0%	126
Bought for child last 12 months: builder set	6,841	5.8%	113
Bought for child last 12 months: car	11,103	9.4%	117
Bought for child last 12 months: construction toy	8,084	6.9%	120
Bought for child last 12 months: fashion doll	5,288	4.5%	104
Bought for child last 12 months: large/baby doll	9,687	8.2%	118
Bought for child last 12 months: doll accessories	4,894	4.2%	108
Bought for child last 12 months: doll clothing	5,516	4.7%	115
Bought for child last 12 months: educational toy	16,665	14.2%	120
Bought for child last 12 months: electronic doll/animal	3,848	3.3%	118
Bought for child last 12 months: electronic game	7,863	6.7%	121
Bought for child last 12 months: mechanical toy	5,039	4.3%	108
Bought for child last 12 months: model kit/set	3,580	3.0%	104
Bought for child last 12 months: plush doll/animal	11,002	9.4%	115
Bought for child last 12 months: sound game	2,112	1.8%	94
Bought for child last 12 months: water toy	12,990	11.0%	120
Bought for child last 12 months: word game	2,944	2.5%	100

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Sports and Leisure Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	15,810	13.4%	101
Bought hardcover book in last 12 months	23,380	19.9%	100
Bought paperback book in last 12 months	34,866	29.7%	102
Bought 1-3 books in last 12 months	24,239	20.6%	105
Bought 4-6 books in last 12 months	10,804	9.2%	99
Bought 7+ books in last 12 months	18,753	16.0%	99
Bought book (fiction) in last 12 months	28,832	24.5%	100
Bought book (non-fiction) in last 12 months	26,949	22.9%	102
Bought biography in last 12 months	6,587	5.6%	82
Bought children`s book in last 12 months	11,661	9.9%	109
Bought cookbook in last 12 months	7,784	6.6%	91
Bought history book in last 12 months	9,271	7.9%	94
Bought mystery book in last 12 months	11,190	9.5%	93
Bought novel in last 12 months	15,460	13.2%	96
Bought religious book (not bible) in last 12 mo	8,427	7.2%	110
Bought romance book in last 12 months	7,173	6.1%	103
Bought science fiction book in last 12 months	6,865	5.8%	103
Bought personal/business self-help book last 12 months	8,017	6.8%	108
Bought travel book in last 12 months	2,117	1.8%	87
Bought book online in last 12 months	25,414	21.6%	107
Bought book last 12 months: amazon.com	23,260	19.8%	101
Bought book last 12 months: barnes&noble.com	2,821	2.4%	109
Bought book last 12 months: Barnes & Noble book store	15,563	13.2%	102
Bought book last 12 months: other book store (not B&N)	11,860	10.1%	100
Bought book last 12 months: mail order	2,283	1.9%	99
Listened to/purchased audiobook in last 6 months	6,783	5.8%	107

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