CIBOLO, TX

SPORTS & LEISURE MARKET POTENTIAL

CITY OF CIBOLO
TEXAS

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Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Demographic Summary	2021	2026
Population	38,066	43,774
Population 18+	28,645	33,007
Households	13,177	15,146
Median Household Income	$96,076	$100,832

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,304	8.0%	110
Participated in archery in last 12 months	717	2.5%	96
Participated in backpacking in last 12 months	1,027	3.6%	102
Participated in baseball in last 12 months	1,160	4.0%	106
Participated in basketball in last 12 months	2,350	8.2%	106
Participated in bicycling (mountain) in last 12 months	1,160	4.0%	108
Participated in bicycling (road) in last 12 months	2,940	10.3%	108
Participated in boating (power) in last 12 months	1,370	4.8%	102
Participated in bowling in last 12 months	3,137	11.0%	116
Participated in canoeing/kayaking in last 12 months	1,719	6.0%	90
Participated in fishing (fresh water) in last 12 months	2,962	10.3%	100
Participated in fishing (salt water) in last 12 months	1,174	4.1%	105
Participated in football in last 12 months	1,352	4.7%	116
Participated in Frisbee in last 12 months	1,185	4.1%	110
Participated in golf in last 12 months	2,760	9.6%	115
Participated in hiking in last 12 months	3,753	13.1%	103
Participated in horseback riding in last 12 months	615	2.1%	93
Participated in hunting with rifle in last 12 months	997	3.5%	94
Participated in hunting with shotgun in last 12 months	771	2.7%	86
Participated in ice skating in last 12 months	684	2.4%	91
Participated in jogging/running in last 12 months	3,646	12.7%	116
Participated in motorcycling in last 12 months	918	3.2%	116
Participated in Pilates in last 12 months	706	2.5%	82
Participated in ping pong in last 12 months	1,101	3.8%	109
Participated in skiing (downhill) in last 12 months	586	2.0%	76
Participated in soccer in last 12 months	1,395	4.9%	114
Participated in softball in last 12 months	809	2.8%	114
Participated in swimming in last 12 months	5,141	17.9%	113
Participated in target shooting in last 12 months	1,502	5.2%	107
Participated in tennis in last 12 months	1,129	3.9%	105
Participated in volleyball in last 12 months	917	3.2%	101
Participated in walking for exercise in last 12 months	7,709	26.9%	106
Participated in weight lifting in last 12 months	3,497	12.2%	114
Participated in yoga in last 12 months	2,577	9.0%	100
Participated in Zumba in last 12 months	1,102	3.8%	112
Spent on sports/rec equip in last 12 months: $1-99	1,911	6.7%	113
Spent on sports/rec equip in last 12 months: $100-$249	1,584	5.5%	105
Spent on sports/rec equip in last 12 months: $250+	2,270	7.9%	114
Attend sports events	5,008	17.5%	115
Attend sports events: baseball game - MLB reg seas	1,429	5.0%	109
Attend sports events: football game (college)	1,115	3.9%	122
Attend sports events: high school sports	804	2.8%	115
Listen to sports on radio	2,791	9.7%	99
Watch sports on TV	17,039	59.5%	106

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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Watch on TV: alpine skiing/ski jumping	811	2.8%	80
Watch on TV: auto racing (NASCAR)	2,194	7.7%	100
Watch on TV: auto racing (not NASCAR)	1,205	4.2%	106
Watch on TV: baseball (MLB regular season)	5,554	19.4%	107
Watch on TV: baseball (MLB playoffs/World Series)	4,870	17.0%	103
Watch on TV: basketball (college)	4,313	15.1%	109
Watch on TV: basketball (NCAA tournament)	3,692	12.9%	118
Watch on TV: basketball (NBA regular season)	4,373	15.3%	109
Watch on TV: basketball (NBA playoffs/finals)	4,565	15.9%	112
Watch on TV: basketball (WNBA)	834	2.9%	101
Watch on TV: bicycle racing	619	2.2%	118
Watch on TV: bowling	567	2.0%	90
Watch on TV: boxing	1,807	6.3%	111
Watch on TV: bull riding (pro)	553	1.9%	80
Watch on TV: Equestrian events	596	2.1%	103
Watch on TV: extreme sports (summer)	807	2.8%	117
Watch on TV: extreme sports (winter)	905	3.2%	106
Watch on TV: figure skating	1,480	5.2%	92
Watch on TV: fishing	993	3.5%	97
Watch on TV: football (college)	8,036	28.1%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	9,066	31.6%	109
Watch on TV: football (NFL weekend games)	8,558	29.9%	110
Watch on TV: football (NFL playoffs/Super Bowl)	9,432	32.9%	109
Watch on TV: golf (PGA)	3,683	12.9%	109
Watch on TV: golf (LPGA)	812	2.8%	90
Watch on TV: gymnastics	1,342	4.7%	100
Watch on TV: high school sports	1,303	4.5%	111
Watch on TV: horse racing (at track or OTB)	756	2.6%	97
Watch on TV: ice hockey (NHL regular season)	2,323	8.1%	105
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,278	8.0%	107
Watch on TV: mixed martial arts (MMA)	652	2.3%	96
Watch on TV: motorcycle racing	509	1.8%	101
Watch on TV: Olympics (summer)	3,123	10.9%	103
Watch on TV: Olympics (winter)	3,570	12.5%	102
Watch on TV: international soccer	1,510	5.3%	107
Watch on TV: soccer (MLS)	1,685	5.9%	128
Watch on TV: U.S. men`s national team	1,301	4.5%	128
Watch on TV: U.S. women`s national team	1,301	4.5%	108
Watch on TV: soccer (World Cup)	2,830	9.9%	116
Watch on TV: tennis (men`s)	1,927	6.7%	107
Watch on TV: tennis (women`s)	1,921	6.7%	107
Watch on TV: track & field	1,031	3.6%	112
Watch on TV: volleyball (pro beach)	569	2.0%	91
Watch on TV: ultimate fighting championship (UFC)	1,269	4.4%	113
Watch on TV: other mixed martial arts (MMA)	652	2.3%	96
Watch on TV: wrestling (WWE)	1,132	4.0%	100
Interest in sports: college basketball Super Fan	916	3.2%	94
Interest in sports: college football Super Fan	2,201	7.7%	114
Interest in sports: golf Super Fan	474	1.7%	83
Interest in sports: high school sports Super Fan	517	1.8%	70
Interest in sports: MLB Super Fan	1,235	4.3%	94
Interest in sports: NASCAR Super Fan	429	1.5%	66
Interest in sports: NBA Super Fan	1,156	4.0%	77
Interest in sports: NFL Super Fan	3,197	11.2%	104
Interest in sports: NHL Super Fan	823	2.9%	85
Interest in sports: soccer Super Fan	1,036	3.6%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	3,162	11.0%	87
Member of charitable organization	1,349	4.7%	105
Member of church board	782	2.7%	97
Member of fraternal order	541	1.9%	89
Member of religious club	1,088	3.8%	110
Member of union	787	2.7%	82
Member of veterans club	767	2.7%	111
Participate in indoor gardening or plant care	2,733	9.5%	97
Attended adult education course in last 12 months	2,366	8.3%	100
Visited an aquarium in last 12 months	1,807	6.3%	104
Went to art gallery in last 12 months	1,883	6.6%	89
Attended auto show in last 12 months	1,553	5.4%	95
Did baking in last 12 months	7,100	24.8%	107
Barbecued in last 12 months	8,380	29.3%	108
Went to bar/night club in last 12 months	5,223	18.2%	103
Went to beach in last 12 months	8,990	31.4%	105
Played billiards/pool in last 12 months	1,818	6.3%	105
Played bingo in last 12 months	1,276	4.5%	96
Did birdwatching in last 12 months	1,077	3.8%	82
Played board game in last 12 months	5,652	19.7%	113
Read book in last 12 months	9,846	34.4%	106
Participated in book club in last 12 months	1,004	3.5%	115
Went on overnight camping trip in last 12 months	3,618	12.6%	104
Played cards in last 12 months	5,487	19.2%	109
Played chess in last 12 months	1,004	3.5%	100
Played computer game (offline w/software)/12 months	2,013	7.0%	104
Played computer game (online w/o software)/12 months	3,932	13.7%	109
Cooked for fun in last 12 months	5,743	20.0%	100
Did crossword puzzle in last 12 months	2,727	9.5%	92
Danced/went dancing in last 12 months	2,288	8.0%	96
Attended dance performance in last 12 months	1,155	4.0%	107
Dined out in last 12 months	15,707	54.8%	108
Flew a drone in last 12 months	941	3.3%	127
Attended state/county fair in last 12 months	4,050	14.1%	104
Participated in fantasy sports league last 12 months	1,642	5.7%	129
Did furniture refinishing in last 12 months	1,188	4.1%	102
Gambled at casino in last 12 months	4,008	14.0%	106
Gambled in Las Vegas in last 12 months	1,702	5.9%	141
Participate in indoor gardening/plant care	2,733	9.5%	97
Participated in genealogy in last 12 months	1,341	4.7%	101
Attended horse races in last 12 months	655	2.3%	94
Participated in karaoke in last 12 months	1,170	4.1%	108
Bought lottery ticket in last 12 months	10,355	36.1%	103
Played lottery 6+ times in last 30 days	2,950	10.3%	94
Bought lottery ticket in last 12 months: Daily Drawing	840	2.9%	83
Bought lottery ticket in last 12 months: Instant Game	5,424	18.9%	102
Bought lottery ticket in last 12 months: Mega Millions	6,193	21.6%	111
Bought lottery ticket in last 12 months: Powerball	6,672	23.3%	112
Attended a movie in last 6 months	18,601	64.9%	109
Attended movie in last 90 days: once/week or more	599	2.1%	87
Attended movie in last 90 days: 2-3 times a month	1,858	6.5%	127
Attended movie in last 90 days: once a month	3,003	10.5%	110
Attended movie in last 90 days: < once a month	11,712	40.9%	112
Movie genre seen at theater/6 months: action	9,538	33.3%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	10,298	36.0%	118
Movie genre seen at theater/6 months: animation genre	5,391	18.8%	124
Movie genre seen at theater/6 months: biography genre	3,452	12.1%	111
Movie genre seen at theater/6 months: comedy	8,375	29.2%	116
Movie genre seen at theater/6 months: crime	3,816	13.3%	118
Movie genre seen at theater/6 months: drama	7,406	25.9%	111
Movie genre seen at theater/6 months: family	3,395	11.9%	125
Movie genre seen at theater/6 months: fantasy	5,573	19.5%	117
Movie genre seen at theater/6 months: horror	2,511	8.8%	105
Movie genre seen at theater/6 months: romance	2,754	9.6%	105
Movie genre seen at theater/6 months: science fiction	5,858	20.5%	116
Movie genre seen at theater/6 months: thriller	4,324	15.1%	112
Went to museum in last 12 months	4,392	15.3%	102
Attended classical music/opera performance/12 months	1,014	3.5%	92
Attended country music performance in last 12 months	2,019	7.0%	108
Attended rock music performance in last 12 months	3,025	10.6%	104
Played musical instrument in last 12 months	2,068	7.2%	102
Did painting/drawing in last 12 months	2,362	8.2%	97
Did photo album/scrapbooking in last 12 months	1,312	4.6%	114
Did photography in last 12 months	2,597	9.1%	100
Did Sudoku puzzle in last 12 months	2,359	8.2%	96
Participated in tailgating in last 12 months	1,360	4.7%	121
Went to live theater in last 12 months	3,840	13.4%	108
Visited a theme park in last 12 months	5,903	20.6%	111
Visited a theme park 5+ times in last 12 months	1,428	5.0%	119
Participated in trivia games in last 12 months	2,078	7.3%	110
Played video/electronic game (console) last 12 months	2,892	10.1%	106
Played video/electronic game (portable) last 12 months	1,352	4.7%	97
Visited an indoor water park in last 12 months	1,028	3.6%	111
Did woodworking in last 12 months	1,308	4.6%	93
Participated in word games in last 12 months	3,424	12.0%	107
Went to zoo in last 12 months	4,211	14.7%	121
Purchased DVD/Blu-ray disc online in last 12 months	1,908	6.7%	107
Bought 1-2 DVDs/30 Days	974	3.4%	104
Bought 3+ DVDs/30 Days	689	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 1	852	3.0%	114
Rented DVDs (movie or other video) in last 30 days: 2	874	3.1%	117
Rented DVDs (movie or other video) in last 30 days: 3+	1,964	6.9%	126
Rented movie or other video/30 days: action/adventure	6,458	22.5%	116
Rented movie or other video/30 days: classics	1,750	6.1%	109
Rented movie or other video/30 days: comedy	5,675	19.8%	116
Rented movie or other video/30 days: drama	4,123	14.4%	116
Rented movie or other video/30 days: family/children	3,037	10.6%	125
Rented movie or other video/30 days: foreign	488	1.7%	82
Rented movie or other video/30 days: horror	1,854	6.5%	107
Rented movie or other video/30 days: musical	784	2.7%	98
Rented movie or other video/30 days: news/documentary	1,158	4.0%	103
Rented movie or other video/30 days: romance	2,173	7.6%	123
Rented movie or other video/30 days: science fiction	2,261	7.9%	114
Rented movie or other video/30 days: TV show	2,124	7.4%	106
Rented movie or other video/30 days: western	807	2.8%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	3,560	12.4%	121
Rented DVD/Blu-ray/30 days: from netflix.com	4,028	14.1%	119
Rented/purchased DVD/Blu-ray/30 days: from Redbox	4,040	14.1%	127
Bought any children`s toy/game in last 12 months	10,701	37.4%	115
Spent on toys/games for child last 12 months: $1-49	1,673	5.8%	105
Spent on toys/games for child last 12 months: $50-99	754	2.6%	105
Spent on toys/games for child last 12 months: $100-199	2,014	7.0%	107
Spent on toys/games for child last 12 months: $200-499	2,967	10.4%	115
Spent on toys/games for child last 12 months: $500+	1,966	6.9%	142
Bought any toys/games online in last 12 months	4,490	15.7%	119
Bought infant toy in last 12 months	2,047	7.1%	115
Bought pre-school toy in last 12 months	2,252	7.9%	118
Bought for child last 12 months: boy action figure	2,503	8.7%	118
Bought for child last 12 months: girl action figure	1,134	4.0%	115
Bought for child last 12 months: action game	842	2.9%	108
Bought for child last 12 months: bicycle	2,150	7.5%	125
Bought for child last 12 months: board game	4,572	16.0%	126
Bought for child last 12 months: builder set	1,698	5.9%	113
Bought for child last 12 months: car	2,413	8.4%	116
Bought for child last 12 months: construction toy	1,855	6.5%	114
Bought for child last 12 months: fashion doll	1,315	4.6%	113
Bought for child last 12 months: large/baby doll	2,383	8.3%	126
Bought for child last 12 months: doll accessories	1,259	4.4%	112
Bought for child last 12 months: doll clothing	1,361	4.8%	121
Bought for child last 12 months: educational toy	3,855	13.5%	115
Bought for child last 12 months: electronic doll/animal	834	2.9%	107
Bought for child last 12 months: electronic game	1,887	6.6%	123
Bought for child last 12 months: mechanical toy	1,492	5.2%	122
Bought for child last 12 months: model kit/set	1,105	3.9%	119
Bought for child last 12 months: plush doll/animal	3,034	10.6%	123
Bought for child last 12 months: water toy	3,016	10.5%	122
Bought for child last 12 months: word game	796	2.8%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	4,450	15.5%	109
Bought hardcover book in last 12 months	6,342	22.1%	107
Bought paperback book in last 12 months	8,456	29.5%	104
Bought 1-3 books in last 12 months	5,541	19.3%	101
Bought 4-6 books in last 12 months	3,040	10.6%	109
Bought 7+ books in last 12 months	5,017	17.5%	107
Bought book (fiction) in last 12 months	7,659	26.7%	108
Bought book (non-fiction) in last 12 months	6,705	23.4%	102
Bought biography in last 12 months	2,011	7.0%	98
Bought children`s book in last 12 months	3,256	11.4%	122
Bought cookbook in last 12 months	1,913	6.7%	103
Bought history book in last 12 months	2,263	7.9%	95
Bought mystery book in last 12 months	3,218	11.2%	109
Bought novel in last 12 months	3,719	13.0%	100
Bought religious book (Not Bible) in last 12 months	1,664	5.8%	98
Bought romance book in last 12 months	1,633	5.7%	112
Bought science fiction book in last 12 months	1,829	6.4%	114
Bought personal/business self-help book last 12 months	2,200	7.7%	112
Bought travel book in last 12 months	506	1.8%	82
Bought book online in last 12 months	7,462	26.0%	110
Listened to/purchased audiobook in last 6 months	2,253	7.9%	110

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Demographic Summary	2021	2026
Population	50,469	55,976
Population 18+	37,539	41,417
Households	17,904	19,766
Median Household Income	$88,455	$94,523

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,850	7.6%	104
Participated in archery in last 12 months	891	2.4%	91
Participated in backpacking in last 12 months	1,316	3.5%	100
Participated in baseball in last 12 months	1,548	4.1%	108
Participated in basketball in last 12 months	3,166	8.4%	109
Participated in bicycling (mountain) in last 12 months	1,544	4.1%	110
Participated in bicycling (road) in last 12 months	3,753	10.0%	105
Participated in boating (power) in last 12 months	1,806	4.8%	103
Participated in bowling in last 12 months	4,282	11.4%	121
Participated in canoeing/kayaking in last 12 months	2,225	5.9%	89
Participated in fishing (fresh water) in last 12 months	3,758	10.0%	96
Participated in fishing (salt water) in last 12 months	1,539	4.1%	105
Participated in football in last 12 months	1,841	4.9%	121
Participated in Frisbee in last 12 months	1,586	4.2%	113
Participated in golf in last 12 months	3,585	9.6%	114
Participated in hiking in last 12 months	4,891	13.0%	102
Participated in horseback riding in last 12 months	818	2.2%	95
Participated in hunting with rifle in last 12 months	1,357	3.6%	97
Participated in hunting with shotgun in last 12 months	985	2.6%	84
Participated in ice skating in last 12 months	960	2.6%	97
Participated in jogging/running in last 12 months	4,806	12.8%	117
Participated in motorcycling in last 12 months	1,204	3.2%	116
Participated in Pilates in last 12 months	928	2.5%	82
Participated in ping pong in last 12 months	1,378	3.7%	104
Participated in skiing (downhill) in last 12 months	834	2.2%	83
Participated in soccer in last 12 months	1,843	4.9%	115
Participated in softball in last 12 months	1,078	2.9%	116
Participated in swimming in last 12 months	6,735	17.9%	113
Participated in target shooting in last 12 months	1,964	5.2%	106
Participated in tennis in last 12 months	1,468	3.9%	104
Participated in volleyball in last 12 months	1,248	3.3%	105
Participated in walking for exercise in last 12 months	9,822	26.2%	103
Participated in weight lifting in last 12 months	4,676	12.5%	116
Participated in yoga in last 12 months	3,364	9.0%	100
Participated in Zumba in last 12 months	1,425	3.8%	111
Spent on sports/rec equip in last 12 months: $1-99	2,536	6.8%	115
Spent on sports/rec equip in last 12 months: $100-$249	2,143	5.7%	109
Spent on sports/rec equip in last 12 months: $250+	2,955	7.9%	114
Attend sports events	6,596	17.6%	115
Attend sports events: baseball game - MLB reg seas	1,778	4.7%	104
Attend sports events: football game (college)	1,446	3.9%	120
Attend sports events: high school sports	1,077	2.9%	118
Listen to sports on radio	3,662	9.8%	99
Watch sports on TV	22,603	60.2%	107

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April 11, 2022

Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 3 - 5 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	1,127	3.0%	85
Watch on TV: auto racing (NASCAR)	2,838	7.6%	99
Watch on TV: auto racing (not NASCAR)	1,572	4.2%	105
Watch on TV: baseball (MLB regular season)	7,187	19.1%	106
Watch on TV: baseball (MLB playoffs/World Series)	6,290	16.8%	102
Watch on TV: basketball (college)	5,701	15.2%	110
Watch on TV: basketball (NCAA tournament)	4,837	12.9%	118
Watch on TV: basketball (NBA regular season)	5,682	15.1%	108
Watch on TV: basketball (NBA playoffs/finals)	5,884	15.7%	110
Watch on TV: basketball (WNBA)	1,165	3.1%	107
Watch on TV: bicycle racing	774	2.1%	113
Watch on TV: bowling	750	2.0%	91
Watch on TV: boxing	2,445	6.5%	114
Watch on TV: bull riding (pro)	748	2.0%	83
Watch on TV: Equestrian events	825	2.2%	109
Watch on TV: extreme sports (summer)	1,113	3.0%	123
Watch on TV: extreme sports (winter)	1,241	3.3%	111
Watch on TV: figure skating	1,934	5.2%	92
Watch on TV: fishing	1,370	3.6%	102
Watch on TV: football (college)	10,447	27.8%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	12,179	32.4%	112
Watch on TV: football (NFL weekend games)	11,174	29.8%	109
Watch on TV: football (NFL playoffs/Super Bowl)	12,605	33.6%	112
Watch on TV: golf (PGA)	4,724	12.6%	107
Watch on TV: golf (LPGA)	1,003	2.7%	84
Watch on TV: gymnastics	1,770	4.7%	101
Watch on TV: high school sports	1,824	4.9%	119
Watch on TV: horse racing (at track or OTB)	1,003	2.7%	99
Watch on TV: ice hockey (NHL regular season)	2,972	7.9%	103
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,942	7.8%	105
Watch on TV: mixed martial arts (MMA)	860	2.3%	97
Watch on TV: motorcycle racing	731	1.9%	111
Watch on TV: Olympics (summer)	3,997	10.6%	101
Watch on TV: Olympics (winter)	4,611	12.3%	101
Watch on TV: international soccer	1,980	5.3%	107
Watch on TV: soccer (MLS)	2,228	5.9%	129
Watch on TV: U.S. men`s national team	1,751	4.7%	131
Watch on TV: U.S. women`s national team	1,726	4.6%	110
Watch on TV: soccer (World Cup)	3,700	9.9%	115
Watch on TV: tennis (men`s)	2,377	6.3%	101
Watch on TV: tennis (women`s)	2,488	6.6%	106
Watch on TV: track & field	1,361	3.6%	113
Watch on TV: volleyball (pro beach)	796	2.1%	98
Watch on TV: ultimate fighting championship (UFC)	1,689	4.5%	114
Watch on TV: other mixed martial arts (MMA)	860	2.3%	97
Watch on TV: wrestling (WWE)	1,602	4.3%	108
Interest in sports: college basketball Super Fan	1,183	3.2%	93
Interest in sports: college football Super Fan	2,826	7.5%	112
Interest in sports: golf Super Fan	584	1.6%	78
Interest in sports: high school sports Super Fan	725	1.9%	75
Interest in sports: MLB Super Fan	1,546	4.1%	90
Interest in sports: NASCAR Super Fan	539	1.4%	63
Interest in sports: NBA Super Fan	1,486	4.0%	76
Interest in sports: NFL Super Fan	4,101	10.9%	101
Interest in sports: NHL Super Fan	1,045	2.8%	83
Interest in sports: soccer Super Fan	1,365	3.6%	103

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April 11, 2022

esri

Sports and Leisure Market Potential

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Ring Band: 3 - 5 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,039	10.8%	85
Member of charitable organization	1,689	4.5%	101
Member of church board	1,004	2.7%	95
Member of fraternal order	675	1.8%	85
Member of religious club	1,440	3.8%	111
Member of union	991	2.6%	79
Member of veterans club	989	2.6%	109
Participate in indoor gardening or plant care	3,605	9.6%	97
Attended adult education course in last 12 months	3,135	8.4%	101
Visited an aquarium in last 12 months	2,434	6.5%	107
Went to art gallery in last 12 months	2,414	6.4%	87
Attended auto show in last 12 months	2,077	5.5%	97
Did baking in last 12 months	9,164	24.4%	106
Barbecued in last 12 months	10,928	29.1%	107
Went to bar/night club in last 12 months	7,034	18.7%	106
Went to beach in last 12 months	11,517	30.7%	102
Played billiards/pool in last 12 months	2,340	6.2%	103
Played bingo in last 12 months	1,530	4.1%	88
Did birdwatching in last 12 months	1,429	3.8%	83
Played board game in last 12 months	7,308	19.5%	111
Read book in last 12 months	12,493	33.3%	103
Participated in book club in last 12 months	1,246	3.3%	109
Went on overnight camping trip in last 12 months	4,866	13.0%	107
Played cards in last 12 months	7,137	19.0%	108
Played chess in last 12 months	1,355	3.6%	103
Played computer game (offline w/software)/12 months	2,679	7.1%	106
Played computer game (online w/o software)/12 months	5,103	13.6%	108
Cooked for fun in last 12 months	7,508	20.0%	100
Did crossword puzzle in last 12 months	3,426	9.1%	88
Danced/went dancing in last 12 months	3,083	8.2%	98
Attended dance performance in last 12 months	1,529	4.1%	108
Dined out in last 12 months	20,309	54.1%	106
Flew a drone in last 12 months	1,241	3.3%	127
Attended state/county fair in last 12 months	5,343	14.2%	104
Participated in fantasy sports league last 12 months	2,171	5.8%	130
Did furniture refinishing in last 12 months	1,506	4.0%	99
Gambled at casino in last 12 months	5,268	14.0%	106
Gambled in Las Vegas in last 12 months	2,248	6.0%	142
Participate in indoor gardening/plant care	3,605	9.6%	97
Participated in genealogy in last 12 months	1,743	4.6%	100
Attended horse races in last 12 months	923	2.5%	101
Participated in karaoke in last 12 months	1,548	4.1%	109
Bought lottery ticket in last 12 months	13,366	35.6%	102
Played lottery 6+ times in last 30 days	3,794	10.1%	93
Bought lottery ticket in last 12 months: Daily Drawing	1,088	2.9%	82
Bought lottery ticket in last 12 months: Instant Game	6,992	18.6%	100
Bought lottery ticket in last 12 months: Mega Millions	8,027	21.4%	109
Bought lottery ticket in last 12 months: Powerball	8,508	22.7%	109
Attended a movie in last 6 months	24,369	64.9%	109
Attended movie in last 90 days: once/week or more	856	2.3%	95
Attended movie in last 90 days: 2-3 times a month	2,356	6.3%	123
Attended movie in last 90 days: once a month	3,880	10.3%	108
Attended movie in last 90 days: < once a month	15,364	40.9%	112
Movie genre seen at theater/6 months: action	12,661	33.7%	119

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	13,613	36.3%	119
Movie genre seen at theater/6 months: animation genre	7,159	19.1%	125
Movie genre seen at theater/6 months: biography genre	4,564	12.2%	112
Movie genre seen at theater/6 months: comedy	11,055	29.4%	117
Movie genre seen at theater/6 months: crime	5,067	13.5%	119
Movie genre seen at theater/6 months: drama	9,640	25.7%	110
Movie genre seen at theater/6 months: family	4,346	11.6%	122
Movie genre seen at theater/6 months: fantasy	7,311	19.5%	117
Movie genre seen at theater/6 months: horror	3,277	8.7%	104
Movie genre seen at theater/6 months: romance	3,707	9.9%	108
Movie genre seen at theater/6 months: science fiction	7,744	20.6%	117
Movie genre seen at theater/6 months: thriller	5,787	15.4%	114
Went to museum in last 12 months	5,538	14.8%	98
Attended classical music/opera performance/12 months	1,331	3.5%	92
Attended country music performance in last 12 months	2,646	7.0%	108
Attended rock music performance in last 12 months	3,821	10.2%	100
Played musical instrument in last 12 months	2,618	7.0%	98
Did painting/drawing in last 12 months	3,180	8.5%	100
Did photo album/scrapbooking in last 12 months	1,663	4.4%	110
Did photography in last 12 months	3,413	9.1%	100
Did Sudoku puzzle in last 12 months	2,956	7.9%	92
Participated in tailgating in last 12 months	1,757	4.7%	119
Went to live theater in last 12 months	5,146	13.7%	111
Visited a theme park in last 12 months	7,696	20.5%	111
Visited a theme park 5+ times in last 12 months	1,825	4.9%	116
Participated in trivia games in last 12 months	2,623	7.0%	106
Played video/electronic game (console) last 12 months	3,852	10.3%	108
Played video/electronic game (portable) last 12 months	1,841	4.9%	101
Visited an indoor water park in last 12 months	1,398	3.7%	115
Did woodworking in last 12 months	1,677	4.5%	91
Participated in word games in last 12 months	4,401	11.7%	105
Went to zoo in last 12 months	5,411	14.4%	118
Purchased DVD/Blu-ray disc online in last 12 months	2,545	6.8%	109
Bought 1-2 DVDs/30 Days	1,353	3.6%	110
Bought 3+ DVDs/30 Days	901	2.4%	91
Rented DVDs (movie or other video) in last 30 days: 1	1,127	3.0%	115
Rented DVDs (movie or other video) in last 30 days: 2	1,171	3.1%	119
Rented DVDs (movie or other video) in last 30 days: 3+	2,580	6.9%	127
Rented movie or other video/30 days: action/adventure	8,471	22.6%	116
Rented movie or other video/30 days: classics	2,198	5.9%	104
Rented movie or other video/30 days: comedy	7,330	19.5%	114
Rented movie or other video/30 days: drama	5,354	14.3%	115
Rented movie or other video/30 days: family/children	4,060	10.8%	127
Rented movie or other video/30 days: foreign	653	1.7%	84
Rented movie or other video/30 days: horror	2,509	6.7%	111
Rented movie or other video/30 days: musical	1,017	2.7%	97
Rented movie or other video/30 days: news/documentary	1,502	4.0%	102
Rented movie or other video/30 days: romance	2,853	7.6%	124
Rented movie or other video/30 days: science fiction	2,914	7.8%	113
Rented movie or other video/30 days: TV show	2,829	7.5%	108
Rented movie or other video/30 days: western	1,029	2.7%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	4,688	12.5%	121
Rented DVD/Blu-ray/30 days: from netflix.com	5,131	13.7%	116
Rented/purchased DVD/Blu-ray/30 days: from Redbox	5,380	14.3%	129
Bought any children`s toy/game in last 12 months	13,749	36.6%	113
Spent on toys/games for child last 12 months: $1-49	1,959	5.2%	94
Spent on toys/games for child last 12 months: $50-99	999	2.7%	106
Spent on toys/games for child last 12 months: $100-199	2,584	6.9%	105
Spent on toys/games for child last 12 months: $200-499	3,775	10.1%	112
Spent on toys/games for child last 12 months: $500+	2,604	6.9%	143
Bought any toys/games online in last 12 months	5,916	15.8%	120
Bought infant toy in last 12 months	2,614	7.0%	112
Bought pre-school toy in last 12 months	2,895	7.7%	116
Bought for child last 12 months: boy action figure	3,311	8.8%	119
Bought for child last 12 months: girl action figure	1,526	4.1%	118
Bought for child last 12 months: action game	1,146	3.1%	112
Bought for child last 12 months: bicycle	2,837	7.6%	126
Bought for child last 12 months: board game	5,867	15.6%	123
Bought for child last 12 months: builder set	2,212	5.9%	112
Bought for child last 12 months: car	3,080	8.2%	113
Bought for child last 12 months: construction toy	2,385	6.4%	112
Bought for child last 12 months: fashion doll	1,749	4.7%	115
Bought for child last 12 months: large/baby doll	3,096	8.2%	124
Bought for child last 12 months: doll accessories	1,700	4.5%	115
Bought for child last 12 months: doll clothing	1,777	4.7%	121
Bought for child last 12 months: educational toy	5,046	13.4%	115
Bought for child last 12 months: electronic doll/animal	1,137	3.0%	112
Bought for child last 12 months: electronic game	2,454	6.5%	122
Bought for child last 12 months: mechanical toy	1,931	5.1%	120
Bought for child last 12 months: model kit/set	1,386	3.7%	114
Bought for child last 12 months: plush doll/animal	3,976	10.6%	123
Bought for child last 12 months: water toy	3,894	10.4%	120
Bought for child last 12 months: word game	1,043	2.8%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,738	15.3%	107
Bought hardcover book in last 12 months	8,098	21.6%	104
Bought paperback book in last 12 months	10,922	29.1%	103
Bought 1-3 books in last 12 months	7,336	19.5%	102
Bought 4-6 books in last 12 months	3,796	10.1%	104
Bought 7+ books in last 12 months	6,464	17.2%	105
Bought book (fiction) in last 12 months	9,799	26.1%	106
Bought book (non-fiction) in last 12 months	8,616	23.0%	100
Bought biography in last 12 months	2,639	7.0%	99
Bought children`s book in last 12 months	4,168	11.1%	119
Bought cookbook in last 12 months	2,457	6.5%	101
Bought history book in last 12 months	2,728	7.3%	87
Bought mystery book in last 12 months	4,067	10.8%	105
Bought novel in last 12 months	4,648	12.4%	95
Bought religious book (Not Bible) in last 12 months	2,162	5.8%	97
Bought romance book in last 12 months	2,097	5.6%	110
Bought science fiction book in last 12 months	2,418	6.4%	115
Bought personal/business self-help book last 12 months	2,794	7.4%	108
Bought travel book in last 12 months	623	1.7%	77
Bought book online in last 12 months	9,503	25.3%	107
Listened to/purchased audiobook in last 6 months	3,015	8.0%	112

April 11, 2022

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Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108
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Demographic Summary	2021	2026
Population	222,146	245,287
Population 18+	166,912	183,472
Households	77,648	85,579
Median Household Income	$66,100	$73,091

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	12,382	7.4%	102
Participated in archery in last 12 months	3,601	2.2%	82
Participated in backpacking in last 12 months	5,336	3.2%	91
Participated in baseball in last 12 months	6,736	4.0%	106
Participated in basketball in last 12 months	14,092	8.4%	110
Participated in bicycling (mountain) in last 12 months	6,400	3.8%	102
Participated in bicycling (road) in last 12 months	14,318	8.6%	90
Participated in boating (power) in last 12 months	6,577	3.9%	84
Participated in bowling in last 12 months	16,362	9.8%	104
Participated in canoeing/kayaking in last 12 months	9,234	5.5%	83
Participated in fishing (fresh water) in last 12 months	15,865	9.5%	92
Participated in fishing (salt water) in last 12 months	6,775	4.1%	104
Participated in football in last 12 months	7,469	4.5%	110
Participated in Frisbee in last 12 months	5,797	3.5%	93
Participated in golf in last 12 months	14,031	8.4%	101
Participated in hiking in last 12 months	20,106	12.0%	95
Participated in horseback riding in last 12 months	3,289	2.0%	86
Participated in hunting with rifle in last 12 months	5,036	3.0%	81
Participated in hunting with shotgun in last 12 months	3,888	2.3%	75
Participated in ice skating in last 12 months	3,633	2.2%	83
Participated in jogging/running in last 12 months	18,255	10.9%	100
Participated in motorcycling in last 12 months	5,245	3.1%	114
Participated in Pilates in last 12 months	4,327	2.6%	86
Participated in ping pong in last 12 months	5,275	3.2%	89
Participated in skiing (downhill) in last 12 months	3,309	2.0%	74
Participated in soccer in last 12 months	8,414	5.0%	118
Participated in softball in last 12 months	4,027	2.4%	98
Participated in swimming in last 12 months	26,707	16.0%	101
Participated in target shooting in last 12 months	8,322	5.0%	101
Participated in tennis in last 12 months	5,404	3.2%	87
Participated in volleyball in last 12 months	5,240	3.1%	99
Participated in walking for exercise in last 12 months	40,128	24.0%	95
Participated in weight lifting in last 12 months	18,894	11.3%	106
Participated in yoga in last 12 months	13,830	8.3%	92
Participated in Zumba in last 12 months	6,186	3.7%	108
Spent on sports/rec equip in last 12 months: $1-99	10,274	6.2%	104
Spent on sports/rec equip in last 12 months: $100-$249	7,952	4.8%	91
Spent on sports/rec equip in last 12 months: $250+	11,873	7.1%	103
Attend sports events	25,969	15.6%	102
Attend sports events: baseball game - MLB reg seas	7,089	4.2%	93
Attend sports events: football game (college)	5,057	3.0%	95
Attend sports events: high school sports	3,709	2.2%	91
Listen to sports on radio	15,270	9.1%	93
Watch sports on TV	96,517	57.8%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	5,105	3.1%	86
Watch on TV: auto racing (NASCAR)	11,979	7.2%	94
Watch on TV: auto racing (not NASCAR)	6,959	4.2%	105
Watch on TV: baseball (MLB regular season)	29,671	17.8%	98
Watch on TV: baseball (MLB playoffs/World Series)	26,342	15.8%	96
Watch on TV: basketball (college)	22,318	13.4%	97
Watch on TV: basketball (NCAA tournament)	19,819	11.9%	109
Watch on TV: basketball (NBA regular season)	26,294	15.8%	112
Watch on TV: basketball (NBA playoffs/finals)	25,986	15.6%	109
Watch on TV: basketball (WNBA)	5,193	3.1%	108
Watch on TV: bicycle racing	3,168	1.9%	104
Watch on TV: bowling	3,295	2.0%	90
Watch on TV: boxing	12,060	7.2%	127
Watch on TV: bull riding (pro)	3,574	2.1%	89
Watch on TV: Equestrian events	3,415	2.0%	101
Watch on TV: extreme sports (summer)	4,147	2.5%	103
Watch on TV: extreme sports (winter)	4,789	2.9%	96
Watch on TV: figure skating	8,826	5.3%	94
Watch on TV: fishing	5,509	3.3%	93
Watch on TV: football (college)	41,738	25.0%	105
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	51,244	30.7%	106
Watch on TV: football (NFL weekend games)	48,430	29.0%	106
Watch on TV: football (NFL playoffs/Super Bowl)	52,905	31.7%	105
Watch on TV: golf (PGA)	19,246	11.5%	98
Watch on TV: golf (LPGA)	4,726	2.8%	89
Watch on TV: gymnastics	8,002	4.8%	103
Watch on TV: high school sports	6,496	3.9%	95
Watch on TV: horse racing (at track or OTB)	4,533	2.7%	100
Watch on TV: ice hockey (NHL regular season)	11,899	7.1%	92
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	11,517	6.9%	93
Watch on TV: mixed martial arts (MMA)	3,824	2.3%	97
Watch on TV: motorcycle racing	3,192	1.9%	109
Watch on TV: Olympics (summer)	17,952	10.8%	102
Watch on TV: Olympics (winter)	20,692	12.4%	102
Watch on TV: international soccer	9,095	5.4%	111
Watch on TV: soccer (MLS)	9,606	5.8%	126
Watch on TV: U.S. men`s national team	6,998	4.2%	118
Watch on TV: U.S. women`s national team	6,914	4.1%	99
Watch on TV: soccer (World Cup)	16,597	9.9%	116
Watch on TV: tennis (men`s)	9,884	5.9%	94
Watch on TV: tennis (women`s)	10,608	6.4%	102
Watch on TV: track & field	6,505	3.9%	122
Watch on TV: volleyball (pro beach)	3,767	2.3%	104
Watch on TV: ultimate fighting championship (UFC)	6,976	4.2%	106
Watch on TV: other mixed martial arts (MMA)	3,824	2.3%	97
Watch on TV: wrestling (WWE)	7,552	4.5%	115
Interest in sports: college basketball Super Fan	4,675	2.8%	83
Interest in sports: college football Super Fan	11,758	7.0%	105
Interest in sports: golf Super Fan	2,812	1.7%	84
Interest in sports: high school sports Super Fan	2,981	1.8%	70
Interest in sports: MLB Super Fan	7,093	4.2%	93
Interest in sports: NASCAR Super Fan	2,771	1.7%	73
Interest in sports: NBA Super Fan	8,269	5.0%	95
Interest in sports: NFL Super Fan	18,440	11.0%	103
Interest in sports: NHL Super Fan	5,224	3.1%	93
Interest in sports: soccer Super Fan	6,006	3.6%	102

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April 11, 2022

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Sports and Leisure Market Potential

200 S Main St, Cibolo, Texas, 78108
Ring Band: 5 - 10 mile radius

Prepared by Esri
Latitude: 29.56023
Longitude: -98.22539

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	19,218	11.5%	90
Member of charitable organization	6,662	4.0%	89
Member of church board	4,410	2.6%	94
Member of fraternal order	2,805	1.7%	79
Member of religious club	5,870	3.5%	102
Member of union	4,586	2.7%	82
Member of veterans club	4,172	2.5%	104
Participate in indoor gardening or plant care	14,948	9.0%	91
Attended adult education course in last 12 months	13,446	8.1%	98
Visited an aquarium in last 12 months	10,078	6.0%	100
Went to art gallery in last 12 months	10,874	6.5%	88
Attended auto show in last 12 months	9,483	5.7%	99
Did baking in last 12 months	38,714	23.2%	100
Barbecued in last 12 months	45,270	27.1%	100
Went to bar/night club in last 12 months	29,717	17.8%	100
Went to beach in last 12 months	48,331	29.0%	97
Played billiards/pool in last 12 months	9,749	5.8%	97
Played bingo in last 12 months	7,391	4.4%	96
Did birdwatching in last 12 months	6,418	3.8%	84
Played board game in last 12 months	30,322	18.2%	104
Read book in last 12 months	52,566	31.5%	97
Participated in book club in last 12 months	5,271	3.2%	103
Went on overnight camping trip in last 12 months	20,566	12.3%	101
Played cards in last 12 months	28,460	17.1%	97
Played chess in last 12 months	5,379	3.2%	92
Played computer game (offline w/software)/12 months	11,244	6.7%	100
Played computer game (online w/o software)/12 months	21,558	12.9%	103
Cooked for fun in last 12 months	32,078	19.2%	96
Did crossword puzzle in last 12 months	15,591	9.3%	90
Danced/went dancing in last 12 months	13,837	8.3%	99
Attended dance performance in last 12 months	6,773	4.1%	107
Dined out in last 12 months	84,697	50.7%	100
Flew a drone in last 12 months	4,837	2.9%	112
Attended state/county fair in last 12 months	22,878	13.7%	100
Participated in fantasy sports league last 12 months	7,513	4.5%	101
Did furniture refinishing in last 12 months	6,690	4.0%	99
Gambled at casino in last 12 months	22,818	13.7%	103
Gambled in Las Vegas in last 12 months	9,263	5.5%	132
Participate in indoor gardening/plant care	14,948	9.0%	91
Participated in genealogy in last 12 months	7,845	4.7%	101
Attended horse races in last 12 months	3,557	2.1%	87
Participated in karaoke in last 12 months	6,242	3.7%	99
Bought lottery ticket in last 12 months	58,055	34.8%	99
Played lottery 6+ times in last 30 days	16,683	10.0%	92
Bought lottery ticket in last 12 months: Daily Drawing	4,996	3.0%	85
Bought lottery ticket in last 12 months: Instant Game	30,096	18.0%	97
Bought lottery ticket in last 12 months: Mega Millions	34,253	20.5%	105
Bought lottery ticket in last 12 months: Powerball	36,459	21.8%	105
Attended a movie in last 6 months	105,647	63.3%	107
Attended movie in last 90 days: once/week or more	3,994	2.4%	99
Attended movie in last 90 days: 2-3 times a month	10,088	6.0%	118
Attended movie in last 90 days: once a month	17,806	10.7%	112
Attended movie in last 90 days: < once a month	64,267	38.5%	105
Movie genre seen at theater/6 months: action	55,036	33.0%	116

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	58,648	35.1%	115
Movie genre seen at theater/6 months: animation genre	30,821	18.5%	121
Movie genre seen at theater/6 months: biography genre	20,491	12.3%	114
Movie genre seen at theater/6 months: comedy	48,693	29.2%	115
Movie genre seen at theater/6 months: crime	23,336	14.0%	123
Movie genre seen at theater/6 months: drama	43,439	26.0%	112
Movie genre seen at theater/6 months: family	19,575	11.7%	123
Movie genre seen at theater/6 months: fantasy	31,899	19.1%	115
Movie genre seen at theater/6 months: horror	15,632	9.4%	112
Movie genre seen at theater/6 months: romance	17,320	10.4%	113
Movie genre seen at theater/6 months: science fiction	35,262	21.1%	120
Movie genre seen at theater/6 months: thriller	26,631	16.0%	118
Went to museum in last 12 months	23,372	14.0%	93
Attended classical music/opera performance/12 months	5,610	3.4%	87
Attended country music performance in last 12 months	10,398	6.2%	95
Attended rock music performance in last 12 months	16,348	9.8%	96
Played musical instrument in last 12 months	11,825	7.1%	100
Did painting/drawing in last 12 months	14,077	8.4%	99
Did photo album/scrapbooking in last 12 months	7,076	4.2%	105
Did photography in last 12 months	14,374	8.6%	95
Did Sudoku puzzle in last 12 months	12,819	7.7%	89
Participated in tailgating in last 12 months	6,594	4.0%	100
Went to live theater in last 12 months	20,587	12.3%	100
Visited a theme park in last 12 months	32,889	19.7%	106
Visited a theme park 5+ times in last 12 months	8,064	4.8%	115
Participated in trivia games in last 12 months	9,930	5.9%	90
Played video/electronic game (console) last 12 months	17,020	10.2%	107
Played video/electronic game (portable) last 12 months	8,405	5.0%	104
Visited an indoor water park in last 12 months	5,117	3.1%	95
Did woodworking in last 12 months	7,428	4.5%	91
Participated in word games in last 12 months	17,907	10.7%	96
Went to zoo in last 12 months	22,046	13.2%	108
Purchased DVD/Blu-ray disc online in last 12 months	10,607	6.4%	102
Bought 1-2 DVDs/30 Days	5,100	3.1%	93
Bought 3+ DVDs/30 Days	3,841	2.3%	87
Rented DVDs (movie or other video) in last 30 days: 1	4,043	2.4%	93
Rented DVDs (movie or other video) in last 30 days: 2	4,799	2.9%	110
Rented DVDs (movie or other video) in last 30 days: 3+	10,500	6.3%	116
Rented movie or other video/30 days: action/adventure	34,764	20.8%	107
Rented movie or other video/30 days: classics	9,436	5.7%	101
Rented movie or other video/30 days: comedy	28,746	17.2%	101
Rented movie or other video/30 days: drama	21,306	12.8%	103
Rented movie or other video/30 days: family/children	15,846	9.5%	112
Rented movie or other video/30 days: foreign	2,659	1.6%	77
Rented movie or other video/30 days: horror	10,754	6.4%	107
Rented movie or other video/30 days: musical	4,348	2.6%	93
Rented movie or other video/30 days: news/documentary	7,113	4.3%	109
Rented movie or other video/30 days: romance	11,024	6.6%	108
Rented movie or other video/30 days: science fiction	11,927	7.1%	104
Rented movie or other video/30 days: TV show	11,184	6.7%	96
Rented movie or other video/30 days: western	4,355	2.6%	103

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	18,079	10.8%	105
Rented DVD/Blu-ray/30 days: from netflix.com	21,181	12.7%	107
Rented/purchased DVD/Blu-ray/30 days: from Redbox	22,013	13.2%	119
Bought any children`s toy/game in last 12 months	59,846	35.9%	110
Spent on toys/games for child last 12 months: $1-49	9,547	5.7%	103
Spent on toys/games for child last 12 months: $50-99	4,382	2.6%	105
Spent on toys/games for child last 12 months: $100-199	11,101	6.7%	101
Spent on toys/games for child last 12 months: $200-499	17,187	10.3%	115
Spent on toys/games for child last 12 months: $500+	9,850	5.9%	122
Bought any toys/games online in last 12 months	23,354	14.0%	107
Bought infant toy in last 12 months	11,276	6.8%	109
Bought pre-school toy in last 12 months	12,236	7.3%	110
Bought for child last 12 months: boy action figure	14,247	8.5%	116
Bought for child last 12 months: girl action figure	6,263	3.8%	109
Bought for child last 12 months: action game	5,313	3.2%	117
Bought for child last 12 months: bicycle	11,836	7.1%	118
Bought for child last 12 months: board game	23,286	14.0%	110
Bought for child last 12 months: builder set	9,455	5.7%	108
Bought for child last 12 months: car	13,737	8.2%	113
Bought for child last 12 months: construction toy	10,716	6.4%	113
Bought for child last 12 months: fashion doll	7,805	4.7%	115
Bought for child last 12 months: large/baby doll	12,422	7.4%	112
Bought for child last 12 months: doll accessories	7,029	4.2%	107
Bought for child last 12 months: doll clothing	6,853	4.1%	105
Bought for child last 12 months: educational toy	22,727	13.6%	116
Bought for child last 12 months: electronic doll/animal	5,011	3.0%	111
Bought for child last 12 months: electronic game	10,330	6.2%	115
Bought for child last 12 months: mechanical toy	8,746	5.2%	123
Bought for child last 12 months: model kit/set	5,734	3.4%	106
Bought for child last 12 months: plush doll/animal	16,079	9.6%	112
Bought for child last 12 months: water toy	14,974	9.0%	104
Bought for child last 12 months: word game	4,460	2.7%	112

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	22,848	13.7%	96
Bought hardcover book in last 12 months	33,338	20.0%	96
Bought paperback book in last 12 months	46,314	27.7%	98
Bought 1-3 books in last 12 months	32,900	19.7%	103
Bought 4-6 books in last 12 months	15,233	9.1%	93
Bought 7+ books in last 12 months	26,257	15.7%	96
Bought book (fiction) in last 12 months	39,840	23.9%	97
Bought book (non-fiction) in last 12 months	37,264	22.3%	98
Bought biography in last 12 months	11,752	7.0%	99
Bought children`s book in last 12 months	16,355	9.8%	105
Bought cookbook in last 12 months	10,357	6.2%	96
Bought history book in last 12 months	12,250	7.3%	88
Bought mystery book in last 12 months	16,686	10.0%	97
Bought novel in last 12 months	19,915	11.9%	92
Bought religious book (Not Bible) in last 12 months	9,692	5.8%	98
Bought romance book in last 12 months	8,775	5.3%	104
Bought science fiction book in last 12 months	9,889	5.9%	105
Bought personal/business self-help book last 12 months	11,983	7.2%	104
Bought travel book in last 12 months	2,992	1.8%	83
Bought book online in last 12 months	38,410	23.0%	97
Listened to/purchased audiobook in last 6 months	12,466	7.5%	105

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