



Sports and Leisure Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 10 minutes

Latitude: 30.147184
Longitude: -96.396612

Demographic Summary	2010	2015
Population	17,099	17,444
Population 18+	13,356	13,589
Households	6,225	6,364
Median Household Income	\$43,469	\$48,829

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	1,029	7.7%	82
Participated in archery	334	2.5%	110
Participated in auto racing	363	2.7%	130
Participated in backpacking/hiking	947	7.1%	91
Participated in baseball	586	4.4%	88
Participated in basketball	1,177	8.8%	100
Participated in bicycling (mountain)	417	3.1%	81
Participated in bicycling (road)	1,051	7.9%	86
Participated in boating (power)	763	5.7%	99
Participated in bowling	1,303	9.8%	91
Participated in canoeing/kayaking	532	4.0%	93
Participated in downhill skiing	340	2.5%	87
Participated in fishing (fresh water)	2,033	15.2%	113
Participated in fishing (salt water)	582	4.4%	104
Participated in football	802	6.0%	103
Participated in Frisbee	648	4.8%	102
Participated in golf	1,242	9.3%	91
Play golf < once a month	398	3.0%	80
Play golf 1+ times a month	664	5.0%	93
Participated in horseback riding	429	3.2%	114
Participated in hunting with rifle	774	5.8%	120
Participated in hunting with shotgun	572	4.3%	105
Participated in ice skating	296	2.2%	85
Participated in jogging/running	972	7.3%	79
Participated in martial arts	146	1.1%	80
Participated in motorcycling	597	4.5%	124
Participated in Pilates	369	2.8%	80
Participated in roller blading/in-line skating	264	2.0%	81
Participated in snorkeling/skin diving	309	2.3%	104
Participated in snowboarding	174	1.3%	79
Participated in soccer	456	3.4%	86
Participated in softball	456	3.4%	92
Participated in swimming	2,293	17.2%	96
Participated in target shooting	595	4.5%	113
Participated in tennis	398	3.0%	72
Participated in volleyball	410	3.1%	95
Participated in walking for exercise	3,374	25.3%	92
Participated in weight lifting	1,362	10.2%	82
Participated in yoga	413	3.1%	61
Spent on high end sports/recreation equipment/12 mo: <\$250	501	3.7%	94
Spent on high end sports/recreation equipment/12 mo: \$250+	442	3.3%	87
Attend sports event: auto racing (NASCAR)	919	6.9%	111
Attend sports event: auto racing (not NASCAR)	664	5.0%	98
Attend sports event: baseball game	1,441	10.8%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. 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 2010 and 2015.



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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Attend sports event: basketball game (college)	896	6.7%	98
Attend sports event: basketball game (pro)	682	5.1%	71
Attend sports event: football game (college)	1,170	8.8%	99
Attend sports event: football-Monday night game (pro)	539	4.0%	85
Attend sports event: football-weekend game (pro)	975	7.3%	93
Attend sports event: golf tournament	525	3.9%	92
Attend sports event: ice hockey game	583	4.4%	80
Attend sports event: soccer game	565	4.2%	84
Attend sports event: tennis match	423	3.2%	88
Attended adult education course in last 12 months	766	5.7%	88
Attended auto show in last 12 months	1,101	8.2%	100
Went to bar/night club in last 12 months	2,362	17.7%	96
Went to beach in last 12 months	2,611	19.5%	83
Attended dance performance in last 12 months	408	3.1%	73
Danced/went dancing in last 12 months	1,044	7.8%	85
Dined out in last 12 months	6,070	45.4%	93
Dine out < once a month	542	4.1%	93
Dine out once a month	818	6.1%	99
Dine out 2-3 times a month	1,452	10.9%	97
Dine out once a week	1,326	9.9%	86
Dine out 2+ times per week	1,104	8.3%	81
Gambled at casino in last 12 months	2,098	15.7%	98
Gambled at casino 6+ times in last 12 months	398	3.0%	112
Gambled in Atlantic City in last 12 months	215	1.6%	59
Gambled in Las Vegas in last 12 months	417	3.1%	67
Attended horse races in last 12 months	353	2.6%	94
Attended movies in last 6 months	7,192	53.8%	92
Attended movies in last 90 days: < once a month	4,040	30.2%	96
Attended movies in last 90 days: once a month	1,229	9.2%	92
Attended movies in last 90 days: 2-3 times a month	705	5.3%	80
Attended movies in last 90 days: once/week or more	333	2.5%	91
Prefer to see movie after second week of release	2,807	21.0%	88
Went to museum in last 12 months	1,048	7.8%	65
Attended country music performance in last 12 mo	719	5.4%	105
Attended rock music performance in last 12 months	1,248	9.3%	94
Attended classical music/opera performance/12 mo	398	3.0%	62
Went to live theater in last 12 months	1,271	9.5%	76
Visited a theme park in last 12 months	2,398	17.9%	81
Visited Disneyland (CA) in last 12 months	271	2.0%	64
Visited Disney World (FL)/12 mo: Animal Kingdom	249	1.9%	76
Visited Disney World (FL)/12 mo: Epcot Center	271	2.0%	71
Visited Disney World (FL)/12 mo: Magic Kingdom	402	3.0%	86
Visited any Sea World in last 12 months	345	2.6%	78
Visited any Six Flags in last 12 months	565	4.2%	68
Went to zoo in last 12 months	1,280	9.6%	78
Played backgammon in last 12 months	191	1.4%	82
Participated in book club in last 12 months	361	2.7%	90
Played billiards/pool in last 12 months	1,247	9.3%	98
Played bingo in last 12 months	556	4.2%	94

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Did birdwatching in last 12 months	861	6.4%	106
Played board game in last 12 months	2,193	16.4%	96
Played cards in last 12 months	2,988	22.4%	102
Played chess in last 12 months	397	3.0%	85
Cooked for fun in last 12 months	2,705	20.2%	102
Did crossword puzzle in last 12 months	1,988	14.9%	104
Participated in fantasy sports league last 12 mo	360	2.7%	92
Flew a kite in last 12 months	317	2.4%	90
Did furniture refinishing in last 12 months	472	3.5%	110
Did indoor gardening/plant care in last 12 months	1,335	10.0%	99
Participated in karaoke in last 12 months	519	3.9%	95
Bought lottery ticket in last 12 months	4,584	34.3%	98
Bought lottery ticket in last 12 mo: Daily Drawing	591	4.4%	88
Bought lottery ticket in last 12 mo: Instant Game	2,460	18.4%	111
Bought lottery ticket in last 12 mo: Lotto Drawing	2,849	21.3%	98
Played lottery: <2 times in last 30 days	1,588	11.9%	101
Played lottery: 2-5 times in last 30 days	1,385	10.4%	89
Played lottery: 6+ times in last 30 days	1,610	12.0%	105
Played musical instrument in last 12 months	950	7.1%	92
Did painting/drawing in last 12 months	961	7.2%	108
Did photography in last 12 months	1,779	13.3%	103
Read book in last 12 months	5,144	38.5%	99
Participated in trivia games in last 12 months	781	5.8%	98
Played video game in last 12 months	1,638	12.3%	106
Did woodworking in last 12 months	744	5.6%	119
Participated in word games in last 12 months	1,272	9.5%	101
Member of AARP	2,131	15.9%	103
Member of business club	197	1.5%	68
Member of charitable organization	804	6.0%	94
Member of church board	604	4.5%	104
Member of fraternal order	585	4.4%	115
Member of religious club	861	6.4%	97
Member of school or college board	201	1.5%	87
Member of union	778	5.8%	107
Member of veterans club	499	3.7%	104
Bought any children's toy/game in last 12 months	4,587	34.3%	99
Spent on toys/games in last 12 months: <\$50	1,001	7.5%	120
Spent on toys/games in last 12 months: \$50-99	345	2.6%	94
Spent on toys/games in last 12 months: \$100-199	840	6.3%	88
Spent on toys/games in last 12 months: \$200-499	1,384	10.4%	100
Spent on toys/games in last 12 months: \$500+	559	4.2%	76
Bought infant toy in last 12 months	1,025	7.7%	94
Bought pre-school toy in last 12 months	966	7.2%	86
Spent on toys/games (for child <6)/12 mo: <\$100	1,559	11.7%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	838	6.3%	94
Spent on toys/games (for child <6)/12 mo: \$200+	894	6.7%	89
Bought for child in last 12 mo: boy action figure	1,034	7.7%	98
Bought for child in last 12 mo: girl action figure	395	3.0%	94
Bought for child in last 12 mo: bicycle	825	6.2%	95
Bought for child in last 12 mo: board game	1,585	11.9%	98
Bought for child in last 12 mo: builder set	407	3.0%	86

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Bought for child in last 12 mo: car	1,289	9.6%	106
Bought for child in last 12 mo: construction toy	535	4.0%	79
Bought for child in last 12 mo: large/baby doll	889	6.7%	99
Bought for child in last 12 mo: fashion doll	734	5.5%	101
Bought for child in last 12 mo: plush doll/animal	1,045	7.8%	95
Bought for child in last 12 mo: doll accessories	540	4.0%	100
Bought for child in last 12 mo: doll clothing	567	4.2%	101
Bought for child in last 12 mo: educational toy	1,700	12.7%	91
Bought for child in last 12 mo: electronic game	1,170	8.8%	95
Bought for child in last 12 mo: mechanical toy	476	3.6%	88
Bought for child in last 12 mo: model kit/set	345	2.6%	97
Bought for child in last 12 mo: sound game	348	2.6%	92
Bought for child in last 12 mo: water toy	1,265	9.5%	101
Bought for child in last 12 mo: word game	404	3.0%	81
Bought book in last 12 months	6,093	45.6%	92
Bought 1-3 books in last 12 months	2,397	17.9%	93
Bought 4-9 books in last 12 months	1,807	13.5%	87
Bought 10+ books in last 12 months	1,889	14.1%	97
Bought paperback book in last 12 months	4,498	33.7%	90
Bought <3 paperback books in last 12 months	1,477	11.1%	87
Bought 3-6 paperback books in last 12 months	1,690	12.6%	96
Bought 7+ paperback books in last 12 months	1,331	10.0%	86
Bought hardcover book in last 12 months	3,394	25.4%	92
Bought <3 hardcover books in last 12 months	1,477	11.1%	92
Bought 3-5 hardcover books in last 12 months	943	7.1%	88
Bought 6+ hardcover books in last 12 months	974	7.3%	92
Bought book (fiction) in last 12 months	3,397	25.4%	92
Bought book (non-fiction) in last 12 months	3,091	23.1%	90
Bought biography in last 12 months	778	5.8%	83
Bought children's book in last 12 months	1,487	11.1%	88
Bought cookbook in last 12 months	1,289	9.6%	88
Bought desk dictionary in last 12 months	235	1.8%	79
Bought history book in last 12 months	790	5.9%	77
Bought mystery book in last 12 months	1,416	10.6%	92
Bought personal/business self-help book last 12 mo	740	5.5%	76
Bought religious book (not bible) last 12 months	1,206	9.0%	113
Bought romance book in last 12 months	922	6.9%	109
Bought science fiction book in last 12 months	533	4.0%	97
Bought book through book club in last 12 months	643	4.8%	99
Bought book at book store in last 12 months	3,645	27.3%	83
Bought book at Barnes & Noble in last 12 months	1,918	14.4%	75
Bought book at Borders in last 12 months	976	7.3%	68
Bought book at convenience store in last 12 months	266	2.0%	93
Bought book at department store in last 12 months	1,148	8.6%	112
Bought book at drug store in last 12 months	218	1.6%	74
Bought book through Internet in last 12 mo	813	6.1%	66
Bought book through mail order in last 12 months	526	3.9%	110
Bought book at supermarket in last 12 months	721	5.4%	109
Bought book at warehouse store in last 12 months	695	5.2%	87

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Demographic Summary	2010	2015
Population	24,654	25,316
Population 18+	19,194	19,665
Households	9,041	9,305
Median Household Income	\$44,785	\$49,641

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	1,405	7.3%	78
Participated in archery	596	3.1%	136
Participated in auto racing	539	2.8%	135
Participated in backpacking/hiking	1,276	6.6%	85
Participated in baseball	874	4.6%	92
Participated in basketball	1,585	8.3%	94
Participated in bicycling (mountain)	570	3.0%	77
Participated in bicycling (road)	1,466	7.6%	84
Participated in boating (power)	1,176	6.1%	106
Participated in bowling	1,774	9.2%	86
Participated in canoeing/kayaking	760	4.0%	92
Participated in downhill skiing	410	2.1%	73
Participated in fishing (fresh water)	3,289	17.1%	127
Participated in fishing (salt water)	811	4.2%	101
Participated in football	1,107	5.8%	99
Participated in Frisbee	875	4.6%	96
Participated in golf	1,763	9.2%	90
Play golf < once a month	600	3.1%	84
Play golf 1+ times a month	914	4.8%	89
Participated in horseback riding	652	3.4%	121
Participated in hunting with rifle	1,394	7.3%	150
Participated in hunting with shotgun	1,108	5.8%	142
Participated in ice skating	371	1.9%	74
Participated in jogging/running	1,236	6.4%	70
Participated in martial arts	199	1.0%	76
Participated in motorcycling	836	4.4%	121
Participated in Pilates	484	2.5%	73
Participated in roller blading/in-line skating	336	1.8%	72
Participated in snorkeling/skin diving	371	1.9%	87
Participated in snowboarding	213	1.1%	68
Participated in soccer	593	3.1%	78
Participated in softball	670	3.5%	94
Participated in swimming	3,222	16.8%	94
Participated in target shooting	897	4.7%	119
Participated in tennis	518	2.7%	65
Participated in volleyball	594	3.1%	96
Participated in walking for exercise	4,867	25.4%	92
Participated in weight lifting	1,873	9.8%	79
Participated in yoga	585	3.0%	60
Spent on high end sports/recreation equipment/12 mo: <\$250	710	3.7%	93
Spent on high end sports/recreation equipment/12 mo: \$250+	667	3.5%	92
Attend sports event: auto racing (NASCAR)	1,330	6.9%	111
Attend sports event: auto racing (not NASCAR)	985	5.1%	101
Attend sports event: baseball game	1,922	10.0%	76

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Attend sports event: basketball game (college)	1,271	6.6%	97
Attend sports event: basketball game (pro)	919	4.8%	67
Attend sports event: football game (college)	1,595	8.3%	94
Attend sports event: football-Monday night game (pro)	762	4.0%	83
Attend sports event: football-weekend game (pro)	1,312	6.8%	87
Attend sports event: golf tournament	761	4.0%	93
Attend sports event: ice hockey game	799	4.2%	77
Attend sports event: soccer game	791	4.1%	81
Attend sports event: tennis match	577	3.0%	83
Attended adult education course in last 12 months	1,042	5.4%	83
Attended auto show in last 12 months	1,624	8.5%	103
Went to bar/night club in last 12 months	3,201	16.7%	91
Went to beach in last 12 months	3,622	18.9%	80
Attended dance performance in last 12 months	574	3.0%	72
Danced/went dancing in last 12 months	1,402	7.3%	79
Dined out in last 12 months	8,818	45.9%	94
Dine out < once a month	760	4.0%	91
Dine out once a month	1,212	6.3%	102
Dine out 2-3 times a month	2,059	10.7%	96
Dine out once a week	2,048	10.7%	93
Dine out 2+ times per week	1,634	8.5%	84
Gambled at casino in last 12 months	2,864	14.9%	93
Gambled at casino 6+ times in last 12 months	530	2.8%	104
Gambled in Atlantic City in last 12 months	298	1.6%	57
Gambled in Las Vegas in last 12 months	516	2.7%	58
Attended horse races in last 12 months	468	2.4%	87
Attended movies in last 6 months	10,161	52.9%	90
Attended movies in last 90 days: < once a month	5,762	30.0%	95
Attended movies in last 90 days: once a month	1,666	8.7%	86
Attended movies in last 90 days: 2-3 times a month	948	4.9%	75
Attended movies in last 90 days: once/week or more	431	2.2%	82
Prefer to see movie after second week of release	4,018	20.9%	88
Went to museum in last 12 months	1,434	7.5%	62
Attended country music performance in last 12 mo	1,100	5.7%	112
Attended rock music performance in last 12 months	1,656	8.6%	87
Attended classical music/opera performance/12 mo	586	3.1%	63
Went to live theater in last 12 months	1,756	9.1%	73
Visited a theme park in last 12 months	3,396	17.7%	80
Visited Disneyland (CA) in last 12 months	318	1.7%	53
Visited Disney World (FL)/12 mo: Animal Kingdom	353	1.8%	75
Visited Disney World (FL)/12 mo: Epcot Center	395	2.1%	72
Visited Disney World (FL)/12 mo: Magic Kingdom	548	2.9%	82
Visited any Sea World in last 12 months	451	2.3%	71
Visited any Six Flags in last 12 months	773	4.0%	65
Went to zoo in last 12 months	1,815	9.5%	77
Played backgammon in last 12 months	253	1.3%	75
Participated in book club in last 12 months	475	2.5%	82
Played billiards/pool in last 12 months	1,658	8.6%	91
Played bingo in last 12 months	850	4.4%	100

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	Number of Adults		
Did birdwatching in last 12 months	1,335	7.0%	115
Played board game in last 12 months	3,085	16.1%	94
Played cards in last 12 months	4,224	22.0%	100
Played chess in last 12 months	549	2.9%	82
Cooked for fun in last 12 months	3,668	19.1%	97
Did crossword puzzle in last 12 months	2,797	14.6%	102
Participated in fantasy sports league last 12 mo	439	2.3%	78
Flew a kite in last 12 months	462	2.4%	92
Did furniture refinishing in last 12 months	681	3.5%	111
Did indoor gardening/plant care in last 12 months	1,883	9.8%	97
Participated in karaoke in last 12 months	687	3.6%	87
Bought lottery ticket in last 12 months	6,659	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	836	4.4%	87
Bought lottery ticket in last 12 mo: Instant Game	3,654	19.0%	115
Bought lottery ticket in last 12 mo: Lotto Drawing	4,119	21.5%	98
Played lottery: <2 times in last 30 days	2,240	11.7%	99
Played lottery: 2-5 times in last 30 days	2,071	10.8%	92
Played lottery: 6+ times in last 30 days	2,347	12.2%	107
Played musical instrument in last 12 months	1,307	6.8%	88
Did painting/drawing in last 12 months	1,322	6.9%	103
Did photography in last 12 months	2,571	13.4%	104
Read book in last 12 months	7,321	38.1%	98
Participated in trivia games in last 12 months	1,058	5.5%	92
Played video game in last 12 months	2,287	11.9%	103
Did woodworking in last 12 months	1,148	6.0%	128
Participated in word games in last 12 months	1,774	9.2%	98
Member of AARP	3,184	16.6%	107
Member of business club	260	1.4%	63
Member of charitable organization	1,152	6.0%	94
Member of church board	985	5.1%	118
Member of fraternal order	884	4.6%	121
Member of religious club	1,270	6.6%	99
Member of school or college board	289	1.5%	87
Member of union	1,153	6.0%	110
Member of veterans club	806	4.2%	117
Bought any children's toy/game in last 12 months	6,555	34.2%	99
Spent on toys/games in last 12 months: <\$50	1,422	7.4%	118
Spent on toys/games in last 12 months: \$50-99	523	2.7%	99
Spent on toys/games in last 12 months: \$100-199	1,260	6.6%	92
Spent on toys/games in last 12 months: \$200-499	1,896	9.9%	95
Spent on toys/games in last 12 months: \$500+	834	4.3%	79
Bought infant toy in last 12 months	1,499	7.8%	95
Bought pre-school toy in last 12 months	1,408	7.3%	88
Spent on toys/games (for child <6)/12 mo: <\$100	2,285	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	1,216	6.3%	95
Spent on toys/games (for child <6)/12 mo: \$200+	1,202	6.3%	83
Bought for child in last 12 mo: boy action figure	1,471	7.7%	97
Bought for child in last 12 mo: girl action figure	544	2.8%	90
Bought for child in last 12 mo: bicycle	1,180	6.1%	95
Bought for child in last 12 mo: board game	2,265	11.8%	98
Bought for child in last 12 mo: builder set	620	3.2%	91

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

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Sports and Leisure Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 20 minutes

Latitude: 30.147184
Longitude: -96.396612

Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Bought for child in last 12 mo: car	1,850	9.6%	106
Bought for child in last 12 mo: construction toy	837	4.4%	86
Bought for child in last 12 mo: large/baby doll	1,231	6.4%	96
Bought for child in last 12 mo: fashion doll	1,041	5.4%	100
Bought for child in last 12 mo: plush doll/animal	1,502	7.8%	95
Bought for child in last 12 mo: doll accessories	770	4.0%	99
Bought for child in last 12 mo: doll clothing	792	4.1%	98
Bought for child in last 12 mo: educational toy	2,365	12.3%	88
Bought for child in last 12 mo: electronic game	1,687	8.8%	95
Bought for child in last 12 mo: mechanical toy	707	3.7%	91
Bought for child in last 12 mo: model kit/set	529	2.8%	104
Bought for child in last 12 mo: sound game	467	2.4%	86
Bought for child in last 12 mo: water toy	1,804	9.4%	100
Bought for child in last 12 mo: word game	601	3.1%	84
Bought book in last 12 months	8,722	45.4%	92
Bought 1-3 books in last 12 months	3,522	18.3%	95
Bought 4-9 books in last 12 months	2,628	13.7%	88
Bought 10+ books in last 12 months	2,574	13.4%	92
Bought paperback book in last 12 months	6,485	33.8%	91
Bought <3 paperback books in last 12 months	2,239	11.7%	92
Bought 3-6 paperback books in last 12 months	2,345	12.2%	93
Bought 7+ paperback books in last 12 months	1,901	9.9%	85
Bought hardcover book in last 12 months	4,795	25.0%	90
Bought <3 hardcover books in last 12 months	2,128	11.1%	92
Bought 3-5 hardcover books in last 12 months	1,283	6.7%	84
Bought 6+ hardcover books in last 12 months	1,385	7.2%	91
Bought book (fiction) in last 12 months	4,853	25.3%	91
Bought book (non-fiction) in last 12 months	4,322	22.5%	88
Bought biography in last 12 months	1,023	5.3%	76
Bought children's book in last 12 months	2,045	10.7%	84
Bought cookbook in last 12 months	1,937	10.1%	92
Bought desk dictionary in last 12 months	330	1.7%	77
Bought history book in last 12 months	1,102	5.7%	75
Bought mystery book in last 12 months	2,011	10.5%	91
Bought personal/business self-help book last 12 mo	1,030	5.4%	74
Bought religious book (not bible) last 12 months	1,773	9.2%	116
Bought romance book in last 12 months	1,294	6.7%	106
Bought science fiction book in last 12 months	760	4.0%	96
Bought book through book club in last 12 months	924	4.8%	99
Bought book at book store in last 12 months	5,170	26.9%	82
Bought book at Barnes & Noble in last 12 months	2,570	13.4%	70
Bought book at Borders in last 12 months	1,348	7.0%	65
Bought book at convenience store in last 12 months	383	2.0%	93
Bought book at department store in last 12 months	1,742	9.1%	118
Bought book at drug store in last 12 months	301	1.6%	72
Bought book through Internet in last 12 mo	1,187	6.2%	67
Bought book through mail order in last 12 months	795	4.1%	116
Bought book at supermarket in last 12 months	970	5.1%	102
Bought book at warehouse store in last 12 months	940	4.9%	82

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Demographic Summary	2010	2015
Population	44,077	45,121
Population 18+	34,006	34,823
Households	16,369	16,772
Median Household Income	\$42,849	\$48,739

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	2,349	6.9%	73
Participated in archery	1,017	3.0%	131
Participated in auto racing	917	2.7%	129
Participated in backpacking/hiking	2,285	6.7%	86
Participated in baseball	1,528	4.5%	90
Participated in basketball	2,766	8.1%	92
Participated in bicycling (mountain)	1,043	3.1%	80
Participated in bicycling (road)	2,522	7.4%	81
Participated in boating (power)	2,168	6.4%	110
Participated in bowling	3,074	9.0%	84
Participated in canoeing/kayaking	1,442	4.2%	99
Participated in downhill skiing	717	2.1%	72
Participated in fishing (fresh water)	6,021	17.7%	132
Participated in fishing (salt water)	1,468	4.3%	103
Participated in football	1,983	5.8%	100
Participated in Frisbee	1,599	4.7%	99
Participated in golf	3,026	8.9%	87
Play golf < once a month	1,011	3.0%	80
Play golf 1+ times a month	1,623	4.8%	89
Participated in horseback riding	1,282	3.8%	134
Participated in hunting with rifle	2,563	7.5%	156
Participated in hunting with shotgun	1,984	5.8%	143
Participated in ice skating	685	2.0%	77
Participated in jogging/running	2,168	6.4%	69
Participated in martial arts	382	1.1%	82
Participated in motorcycling	1,446	4.3%	118
Participated in Pilates	905	2.7%	78
Participated in roller blading/in-line skating	663	1.9%	80
Participated in snorkeling/skin diving	654	1.9%	87
Participated in snowboarding	381	1.1%	68
Participated in soccer	1,024	3.0%	76
Participated in softball	1,204	3.5%	95
Participated in swimming	5,505	16.2%	91
Participated in target shooting	1,574	4.6%	118
Participated in tennis	952	2.8%	67
Participated in volleyball	1,073	3.2%	98
Participated in walking for exercise	8,535	25.1%	91
Participated in weight lifting	3,269	9.6%	77
Participated in yoga	1,083	3.2%	63
Spent on high end sports/recreation equipment/12 mo: <\$250	1,274	3.7%	94
Spent on high end sports/recreation equipment/12 mo: \$250+	1,185	3.5%	92
Attend sports event: auto racing (NASCAR)	2,239	6.6%	106
Attend sports event: auto racing (not NASCAR)	1,715	5.0%	100
Attend sports event: baseball game	3,395	10.0%	76

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Attend sports event: basketball game (college)	2,124	6.2%	91
Attend sports event: basketball game (pro)	1,590	4.7%	65
Attend sports event: football game (college)	2,759	8.1%	91
Attend sports event: football-Monday night game (pro)	1,302	3.8%	80
Attend sports event: football-weekend game (pro)	2,131	6.3%	80
Attend sports event: golf tournament	1,254	3.7%	86
Attend sports event: ice hockey game	1,446	4.3%	78
Attend sports event: soccer game	1,309	3.8%	76
Attend sports event: tennis match	1,007	3.0%	82
Attended adult education course in last 12 months	1,810	5.3%	82
Attended auto show in last 12 months	2,777	8.2%	100
Went to bar/night club in last 12 months	5,556	16.3%	89
Went to beach in last 12 months	6,421	18.9%	80
Attended dance performance in last 12 months	1,012	3.0%	71
Danced/went dancing in last 12 months	2,417	7.1%	77
Dined out in last 12 months	15,285	44.9%	92
Dine out < once a month	1,307	3.8%	88
Dine out once a month	2,228	6.6%	106
Dine out 2-3 times a month	3,631	10.7%	95
Dine out once a week	3,448	10.1%	88
Dine out 2+ times per week	2,762	8.1%	80
Gambled at casino in last 12 months	4,954	14.6%	91
Gambled at casino 6+ times in last 12 months	918	2.7%	101
Gambled in Atlantic City in last 12 months	539	1.6%	58
Gambled in Las Vegas in last 12 months	913	2.7%	58
Attended horse races in last 12 months	797	2.3%	84
Attended movies in last 6 months	17,499	51.5%	88
Attended movies in last 90 days: < once a month	9,891	29.1%	92
Attended movies in last 90 days: once a month	2,946	8.7%	86
Attended movies in last 90 days: 2-3 times a month	1,574	4.6%	70
Attended movies in last 90 days: once/week or more	711	2.1%	77
Prefer to see movie after second week of release	6,952	20.4%	86
Went to museum in last 12 months	2,513	7.4%	61
Attended country music performance in last 12 mo	1,946	5.7%	112
Attended rock music performance in last 12 months	2,821	8.3%	84
Attended classical music/opera performance/12 mo	1,046	3.1%	64
Went to live theater in last 12 months	3,074	9.0%	72
Visited a theme park in last 12 months	5,874	17.3%	78
Visited Disneyland (CA) in last 12 months	535	1.6%	50
Visited Disney World (FL)/12 mo: Animal Kingdom	597	1.8%	72
Visited Disney World (FL)/12 mo: Epcot Center	698	2.1%	72
Visited Disney World (FL)/12 mo: Magic Kingdom	924	2.7%	78
Visited any Sea World in last 12 months	754	2.2%	67
Visited any Six Flags in last 12 months	1,289	3.8%	61
Went to zoo in last 12 months	3,137	9.2%	75
Played backgammon in last 12 months	443	1.3%	74
Participated in book club in last 12 months	876	2.6%	86
Played billiards/pool in last 12 months	2,976	8.8%	92
Played bingo in last 12 months	1,530	4.5%	102

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Did birdwatching in last 12 months	2,371	7.0%	115
Played board game in last 12 months	5,349	15.7%	92
Played cards in last 12 months	7,483	22.0%	100
Played chess in last 12 months	1,014	3.0%	85
Cooked for fun in last 12 months	6,243	18.4%	93
Did crossword puzzle in last 12 months	4,835	14.2%	100
Participated in fantasy sports league last 12 mo	777	2.3%	78
Flew a kite in last 12 months	812	2.4%	91
Did furniture refinishing in last 12 months	1,184	3.5%	109
Did indoor gardening/plant care in last 12 months	3,505	10.3%	102
Participated in karaoke in last 12 months	1,180	3.5%	84
Bought lottery ticket in last 12 months	11,479	33.8%	97
Bought lottery ticket in last 12 mo: Daily Drawing	1,429	4.2%	84
Bought lottery ticket in last 12 mo: Instant Game	6,129	18.0%	109
Bought lottery ticket in last 12 mo: Lotto Drawing	7,081	20.8%	95
Played lottery: <2 times in last 30 days	3,900	11.5%	98
Played lottery: 2-5 times in last 30 days	3,537	10.4%	89
Played lottery: 6+ times in last 30 days	4,039	11.9%	104
Played musical instrument in last 12 months	2,298	6.8%	88
Did painting/drawing in last 12 months	2,236	6.6%	99
Did photography in last 12 months	4,242	12.5%	97
Read book in last 12 months	12,577	37.0%	95
Participated in trivia games in last 12 months	1,812	5.3%	89
Played video game in last 12 months	3,851	11.3%	97
Did woodworking in last 12 months	2,005	5.9%	126
Participated in word games in last 12 months	3,160	9.3%	98
Member of AARP	5,610	16.5%	107
Member of business club	488	1.4%	66
Member of charitable organization	2,000	5.9%	92
Member of church board	1,726	5.1%	117
Member of fraternal order	1,530	4.5%	118
Member of religious club	2,258	6.6%	100
Member of school or college board	557	1.6%	95
Member of union	2,039	6.0%	110
Member of veterans club	1,510	4.4%	124
Bought any children's toy/game in last 12 months	11,529	33.9%	98
Spent on toys/games in last 12 months: <\$50	2,391	7.0%	112
Spent on toys/games in last 12 months: \$50-99	954	2.8%	102
Spent on toys/games in last 12 months: \$100-199	2,260	6.6%	93
Spent on toys/games in last 12 months: \$200-499	3,338	9.8%	95
Spent on toys/games in last 12 months: \$500+	1,524	4.5%	81
Bought infant toy in last 12 months	2,786	8.2%	100
Bought pre-school toy in last 12 months	2,437	7.2%	86
Spent on toys/games (for child <6)/12 mo: <\$100	4,013	11.8%	106
Spent on toys/games (for child <6)/12 mo: \$100-199	2,146	6.3%	94
Spent on toys/games (for child <6)/12 mo: \$200+	2,112	6.2%	82
Bought for child in last 12 mo: boy action figure	2,602	7.7%	97
Bought for child in last 12 mo: girl action figure	1,003	2.9%	94
Bought for child in last 12 mo: bicycle	2,114	6.2%	96
Bought for child in last 12 mo: board game	3,857	11.3%	94
Bought for child in last 12 mo: builder set	1,108	3.3%	92

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Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults		
Bought for child in last 12 mo: car	3,130	9.2%	101
Bought for child in last 12 mo: construction toy	1,554	4.6%	90
Bought for child in last 12 mo: large/baby doll	2,207	6.5%	97
Bought for child in last 12 mo: fashion doll	1,838	5.4%	99
Bought for child in last 12 mo: plush doll/animal	2,572	7.6%	92
Bought for child in last 12 mo: doll accessories	1,363	4.0%	99
Bought for child in last 12 mo: doll clothing	1,482	4.4%	103
Bought for child in last 12 mo: educational toy	4,278	12.6%	90
Bought for child in last 12 mo: electronic game	2,894	8.5%	92
Bought for child in last 12 mo: mechanical toy	1,305	3.8%	95
Bought for child in last 12 mo: model kit/set	933	2.7%	103
Bought for child in last 12 mo: sound game	860	2.5%	89
Bought for child in last 12 mo: water toy	3,260	9.6%	102
Bought for child in last 12 mo: word game	1,064	3.1%	84
Bought book in last 12 months	15,267	44.9%	91
Bought 1-3 books in last 12 months	6,174	18.2%	94
Bought 4-9 books in last 12 months	4,668	13.7%	88
Bought 10+ books in last 12 months	4,427	13.0%	89
Bought paperback book in last 12 months	11,275	33.2%	89
Bought <3 paperback books in last 12 months	3,872	11.4%	90
Bought 3-6 paperback books in last 12 months	4,057	11.9%	91
Bought 7+ paperback books in last 12 months	3,345	9.8%	85
Bought hardcover book in last 12 months	8,311	24.4%	88
Bought <3 hardcover books in last 12 months	3,758	11.1%	92
Bought 3-5 hardcover books in last 12 months	2,260	6.6%	83
Bought 6+ hardcover books in last 12 months	2,295	6.7%	86
Bought book (fiction) in last 12 months	8,459	24.9%	90
Bought book (non-fiction) in last 12 months	7,412	21.8%	85
Bought biography in last 12 months	1,757	5.2%	73
Bought children's book in last 12 months	3,708	10.9%	86
Bought cookbook in last 12 months	3,401	10.0%	91
Bought desk dictionary in last 12 months	615	1.8%	81
Bought history book in last 12 months	1,912	5.6%	73
Bought mystery book in last 12 months	3,627	10.7%	92
Bought personal/business self-help book last 12 mo	1,743	5.1%	71
Bought religious book (not bible) last 12 months	2,970	8.7%	109
Bought romance book in last 12 months	2,339	6.9%	108
Bought science fiction book in last 12 months	1,314	3.9%	94
Bought book through book club in last 12 months	1,628	4.8%	99
Bought book at book store in last 12 months	8,825	26.0%	79
Bought book at Barnes & Noble in last 12 months	4,453	13.1%	69
Bought book at Borders in last 12 months	2,321	6.8%	63
Bought book at convenience store in last 12 months	752	2.2%	104
Bought book at department store in last 12 months	3,156	9.3%	121
Bought book at drug store in last 12 months	541	1.6%	73
Bought book through Internet in last 12 mo	2,129	6.3%	68
Bought book through mail order in last 12 months	1,379	4.1%	114
Bought book at supermarket in last 12 months	1,791	5.3%	106
Bought book at warehouse store in last 12 months	1,710	5.0%	84

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