



Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		7,700	8,454
Population 18+		5,508	6,042
Households		2,622	2,865
Median Household Income		\$54,235	\$60,292

Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	463	8.4%	99
Participated in archery in last 12 months	86	1.6%	57
Participated in backpacking in last 12 months	141	2.6%	84
Participated in baseball in last 12 months	236	4.3%	93
Participated in basketball in last 12 months	433	7.9%	95
Participated in bicycling (mountain) in last 12 months	191	3.5%	89
Participated in bicycling (road) in last 12 months	499	9.1%	91
Participated in boating (power) in last 12 months	151	2.7%	51
Participated in bowling in last 12 months	447	8.1%	86
Participated in canoeing/kayaking in last 12 months	189	3.4%	62
Participated in fishing (fresh water) in last 12 months	335	6.1%	49
Participated in fishing (salt water) in last 12 months	158	2.9%	72
Participated in football in last 12 months	206	3.7%	80
Participated in Frisbee in last 12 months	187	3.4%	79
Participated in golf in last 12 months	312	5.7%	62
Participated in hiking in last 12 months	503	9.1%	92
Participated in horseback riding in last 12 months	107	1.9%	79
Participated in hunting with rifle in last 12 months	117	2.1%	47
Participated in hunting with shotgun in last 12 months	98	1.8%	45
Participated in ice skating in last 12 months	105	1.9%	78
Participated in jogging/running in last 12 months	661	12.0%	91
Participated in motorcycling in last 12 months	91	1.7%	57
Participated in Pilates in last 12 months	127	2.3%	84
Participated in skiing (downhill) in last 12 months	95	1.7%	64
Participated in soccer in last 12 months	288	5.2%	137
Participated in softball in last 12 months	148	2.7%	78
Participated in swimming in last 12 months	647	11.7%	76
Participated in target shooting in last 12 months	169	3.1%	65
Participated in tennis in last 12 months	196	3.6%	90
Participated in volleyball in last 12 months	138	2.5%	77
Participated in walking for exercise in last 12 months	1,042	18.9%	71
Participated in weight lifting in last 12 months	448	8.1%	82
Participated in yoga in last 12 months	362	6.6%	93
Spent on sports/rec equip in last 12 months: \$1-99	299	5.4%	94
Spent on sports/rec equip in last 12 months: \$100-\$249	322	5.8%	95
Spent on sports/rec equip in last 12 months: \$250+	287	5.2%	72
Attend sports events	924	16.8%	73
Attend sports events: baseball game - MLB reg seas	430	7.8%	85
Attend sports events: basketball game (college)	116	2.1%	73
Attend sports events: basketball game-NBA reg seas	246	4.5%	151
Attend sports events: football game (college)	185	3.4%	59
Attend sports events: football game-NFL Mon/Thurs	150	2.7%	100
Attend sports events: football game - NFL weekend	250	4.5%	98
Attend sports events: high school sports	113	2.1%	43

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	641	11.6%	78
Listen to baseball (MLB reg season) on radio often	118	2.1%	97
Listen to football (NFL wknd games) on radio often	106	1.9%	97
Watch sports on TV	2,838	51.5%	83
Watch on TV: alpine skiing/ski jumping	293	5.3%	91
Watch on TV: auto racing (NASCAR)	464	8.4%	61
Watch on TV: auto racing (not NASCAR)	248	4.5%	76
Watch on TV: baseball (MLB regular season)	915	16.6%	74
Watch on TV: baseball (MLB playoffs/World Series)	989	18.0%	81
Watch on TV: basketball (college)	517	9.4%	63
Watch on TV: basketball (NCAA tournament)	510	9.3%	62
Watch on TV: basketball (NBA regular season)	924	16.8%	96
Watch on TV: basketball (NBA playoffs/finals)	939	17.0%	88
Watch on TV: basketball (WNBA)	222	4.0%	90
Watch on TV: bicycle racing	188	3.4%	110
Watch on TV: bowling	166	3.0%	94
Watch on TV: boxing	664	12.1%	150
Watch on TV: bull riding (pro)	152	2.8%	54
Watch on TV: Equestrian events	137	2.5%	74
Watch on TV: extreme sports (summer)	277	5.0%	84
Watch on TV: extreme sports (winter)	290	5.3%	81
Watch on TV: figure skating	395	7.2%	71
Watch on TV: fishing	216	3.9%	59
Watch on TV: football (college)	860	15.6%	61
Watch on TV: football (NFL Mon/Thurs night games)	1,419	25.8%	76
Watch on TV: football (NFL weekend games)	1,530	27.8%	77
Watch on TV: football (NFL playoffs/Super Bowl)	1,563	28.4%	77
Watch on TV: golf (PGA)	523	9.5%	67
Watch on TV: golf (LPGA)	175	3.2%	67
Watch on TV: gymnastics	382	6.9%	84
Watch on TV: horse racing (at track or OTB)	99	1.8%	64
Watch on TV: ice hockey (NHL regular season)	477	8.7%	93
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	486	8.8%	93
Watch on TV: marathon/road running/triathlon	118	2.1%	84
Watch on TV: mixed martial arts (MMA)	281	5.1%	101
Watch on TV: motorcycle racing	179	3.2%	73
Watch on TV: Olympics (summer)	1,015	18.4%	68
Watch on TV: Olympics (winter)	956	17.4%	67
Watch on TV: poker	258	4.7%	84
Watch on TV: rodeo	139	2.5%	54
Watch on TV: soccer (MLS)	370	6.7%	126
Watch on TV: soccer (World Cup)	593	10.8%	122
Watch on TV: tennis (men`s)	389	7.1%	84
Watch on TV: tennis (women`s)	429	7.8%	94
Watch on TV: track & field	244	4.4%	78
Watch on TV: truck and tractor pull/mud racing	112	2.0%	69
Watch on TV: volleyball (pro beach)	174	3.2%	71
Watch on TV: wrestling (WWE)	181	3.3%	103
Interest in sports: college basketball Super Fan	253	4.6%	122
Interest in sports: college football Super Fan	293	5.3%	81
Interest in sports: golf Super Fan	124	2.3%	109
Interest in sports: high school sports Super Fan	230	4.2%	134
Interest in sports: MLB Super Fan	421	7.6%	139
Interest in sports: NASCAR Super Fan	236	4.3%	127
Interest in sports: NBA Super Fan	419	7.6%	128
Interest in sports: NFL Super Fan	741	13.5%	99
Interest in sports: NHL Super Fan	297	5.4%	154

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	339	6.2%	52
Member of charitable organization	180	3.3%	76
Member of church board	119	2.2%	70
Member of fraternal order	89	1.6%	62
Member of religious club	141	2.6%	68
Member of union	174	3.2%	85
Member of veterans club	56	1.0%	45
Attended adult education course in last 12 months	367	6.7%	98
Went to art gallery in last 12 months	396	7.2%	96
Attended auto show in last 12 months	452	8.2%	107
Did baking in last 12 months	898	16.3%	76
Went to bar/night club in last 12 months	788	14.3%	86
Went to beach in last 12 months	1,204	21.9%	88
Played billiards/pool in last 12 months	428	7.8%	100
Played bingo in last 12 months	155	2.8%	70
Did birdwatching in last 12 months	120	2.2%	50
Played board game in last 12 months	516	9.4%	74
Read book in last 12 months	1,423	25.8%	76
Participated in book club in last 12 months	125	2.3%	81
Went on overnight camping trip in last 12 months	482	8.8%	73
Played cards in last 12 months	575	10.4%	67
Played chess in last 12 months	175	3.2%	98
Played computer game (offline w/software)/12 months	330	6.0%	91
Played computer game (online w/software)/12 months	343	6.2%	91
Played computer game (online w/o software)/12 months	386	7.0%	78
Cooked for fun in last 12 months	1,193	21.7%	95
Did crossword puzzle in last 12 months	453	8.2%	77
Danced/went dancing in last 12 months	446	8.1%	101
Attended dance performance in last 12 months	245	4.4%	99
Dined out in last 12 months	1,817	33.0%	74
Participated in fantasy sports league last 12 months	201	3.6%	88
Did furniture refinishing in last 12 months	133	2.4%	72
Gambled at casino in last 12 months	755	13.7%	100
Gambled in Atlantic City in last 12 months	159	2.9%	126
Gambled in Las Vegas in last 12 months	290	5.3%	133
Participate in indoor gardening/plant care	386	7.0%	76
Attended horse races in last 12 months	124	2.3%	87
Participated in karaoke in last 12 months	222	4.0%	117
Bought lottery ticket in last 12 months	1,612	29.3%	78
Played lottery 6+ times in last 30 days	600	10.9%	92
Bought lottery ticket in last 12 months: Daily Drawing	270	4.9%	129
Bought lottery ticket in last 12 months: Instant Game	749	13.6%	75
Bought lottery ticket in last 12 months: Mega Millions	834	15.1%	85
Bought lottery ticket in last 12 months: Powerball	868	15.8%	74
Attended a movie in last 6 months	3,014	54.7%	92
Attended movie in last 90 days: once/week or more	208	3.8%	156
Attended movie in last 90 days: 2-3 times a month	391	7.1%	121
Attended movie in last 90 days: once a month	591	10.7%	106
Attended movie in last 90 days: < once a month	1,668	30.3%	86
Movie genre seen at theater/6 months: action	1,428	25.9%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	1,550	28.1%	100
Movie genre seen at theater/6 months: comedy	1,413	25.7%	99
Movie genre seen at theater/6 months: crime	937	17.0%	96
Movie genre seen at theater/6 months: drama	1,386	25.2%	92
Movie genre seen at theater/6 months: family	568	10.3%	93
Movie genre seen at theater/6 months: fantasy	1,002	18.2%	100
Movie genre seen at theater/6 months: horror	448	8.1%	101
Movie genre seen at theater/6 months: romance	530	9.6%	82
Movie genre seen at theater/6 months: science fiction	810	14.7%	104
Movie genre seen at theater/6 months: thriller	892	16.2%	99
Went to museum in last 12 months	597	10.8%	88
Attended classical music/opera performance/12 months	215	3.9%	93
Attended country music performance in last 12 months	162	2.9%	52
Attended rock music performance in last 12 months	470	8.5%	90
Played musical instrument in last 12 months	330	6.0%	92
Did painting/drawing in last 12 months	314	5.7%	93
Did photo album/scrapbooking in last 12 months	257	4.7%	83
Did photography in last 12 months	483	8.8%	87
Did Sudoku puzzle in last 12 months	407	7.4%	74
Went to live theater in last 12 months	617	11.2%	86
Visited a theme park in last 12 months	934	17.0%	96
Visited a theme park 5+ times in last 12 months	205	3.7%	98
Participated in trivia games in last 12 months	260	4.7%	92
Played video/electronic game (console) last 12 months	586	10.6%	102
Played video/electronic game (portable) last 12 months	259	4.7%	103
Visited an indoor water park in last 12 months	169	3.1%	103
Did woodworking in last 12 months	180	3.3%	74
Participated in word games in last 12 months	394	7.2%	66
Went to zoo in last 12 months	506	9.2%	82
Purchased DVDs in last 30 days: 1	168	3.1%	90
Purchased DVDs in last 30 days: 2	133	2.4%	92
Purchased DVDs in last 30 days: 3+	304	5.5%	106
Purchased DVD/Blu-ray disc online in last 12 months	333	6.0%	94
Rented DVDs in last 30 days: 1	217	3.9%	104
Rented DVDs in last 30 days: 2	219	4.0%	90
Rented DVDs in last 30 days: 3+	718	13.0%	92
Rented movie/oth video/30 days: action/adventure	1,323	24.0%	97
Rented movie/oth video/30 days: classics	378	6.9%	99
Rented movie/oth video/30 days: comedy	1,365	24.8%	102
Rented movie/oth video/30 days: drama	832	15.1%	94
Rented movie/oth video/30 days: family/children	616	11.2%	104
Rented movie/oth video/30 days: foreign	202	3.7%	133
Rented movie/oth video/30 days: horror	733	13.3%	151
Rented movie/oth video/30 days: musical	162	2.9%	99
Rented movie/oth video/30 days: news/documentary	210	3.8%	105
Rented movie/oth video/30 days: romance	460	8.4%	89
Rented movie/oth video/30 days: science fiction	481	8.7%	113
Rented movie/oth video/30 days: TV show	455	8.3%	102
Rented movie/oth video/30 days: western	106	1.9%	66

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	207	3.8%	93
Rented DVD/Blu-ray/30 days: from netflix.com	780	14.2%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,068	19.4%	103
HH owns ATV/UTV	54	2.1%	42
Bought any children`s toy/game in last 12 months	1,815	33.0%	102
Spent on toys/games for child last 12 months: <\$50	399	7.2%	123
Spent on toys/games for child last 12 months: \$50-99	146	2.7%	98
Spent on toys/games for child last 12 months: \$100-199	329	6.0%	94
Spent on toys/games for child last 12 months: \$200-499	474	8.6%	94
Spent on toys/games for child last 12 months: \$500+	224	4.1%	86
Bought any toys/games online in last 12 months	363	6.6%	93
Bought infant toy in last 12 months	388	7.0%	106
Bought pre-school toy in last 12 months	342	6.2%	91
Bought for child last 12 months: boy action figure	295	5.4%	74
Bought for child last 12 months: girl action figure	145	2.6%	86
Bought for child last 12 months: action game	130	2.4%	93
Bought for child last 12 months: bicycle	469	8.5%	127
Bought for child last 12 months: board game	482	8.8%	89
Bought for child last 12 months: builder set	192	3.5%	81
Bought for child last 12 months: car	429	7.8%	86
Bought for child last 12 months: construction toy	208	3.8%	78
Bought for child last 12 months: fashion doll	289	5.2%	115
Bought for child last 12 months: large/baby doll	411	7.5%	113
Bought for child last 12 months: doll accessories	166	3.0%	83
Bought for child last 12 months: doll clothing	188	3.4%	91
Bought for child last 12 months: educational toy	621	11.3%	99
Bought for child last 12 months: electronic doll/animal	148	2.7%	105
Bought for child last 12 months: electronic game	432	7.8%	101
Bought for child last 12 months: mechanical toy	223	4.0%	116
Bought for child last 12 months: model kit/set	92	1.7%	68
Bought for child last 12 months: plush doll/animal	366	6.6%	91
Bought for child last 12 months: sound game	101	1.8%	93
Bought for child last 12 months: water toy	534	9.7%	106
Bought for child last 12 months: word game	187	3.4%	114

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	644	11.7%	88
Bought hardcover book in last 12 months	949	17.2%	82
Bought paperback book in last 12 months	1,423	25.8%	82
Bought 1-3 books in last 12 months	984	17.9%	92
Bought 4-6 books in last 12 months	574	10.4%	98
Bought 7+ books in last 12 months	652	11.8%	69
Bought book (fiction) in last 12 months	1,185	21.5%	79
Bought book (non-fiction) in last 12 months	988	17.9%	78
Bought biography in last 12 months	374	6.8%	92
Bought children`s book in last 12 months	432	7.8%	87
Bought cookbook in last 12 months	364	6.6%	80
Bought history book in last 12 months	409	7.4%	94
Bought mystery book in last 12 months	512	9.3%	83
Bought novel in last 12 months	672	12.2%	78
Bought religious book (not bible) in last 12 mo	270	4.9%	74
Bought romance book in last 12 months	290	5.3%	70
Bought science fiction book in last 12 months	337	6.1%	111
Bought personal/business self-help book last 12 months	312	5.7%	98
Bought travel book in last 12 months	102	1.9%	88
Bought book online in last 12 months	840	15.3%	79
Bought book last 12 months: amazon.com	739	13.4%	77
Bought book last 12 months: barnes&noble.com	146	2.7%	88
Bought book last 12 months: Barnes & Noble book store	668	12.1%	83
Bought book last 12 months: other book store (not B&N)	466	8.5%	74
Bought book last 12 months: mail order	101	1.8%	81
Listened to/purchased audiobook in last 6 months	210	3.8%	87

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Demographic Summary		2016	2021
Population		77,945	83,900
Population 18+		55,781	60,196
Households		26,271	28,100
Median Household Income		\$46,912	\$53,012
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	4,870	8.7%	103
Participated in archery in last 12 months	1,072	1.9%	71
Participated in backpacking in last 12 months	1,397	2.5%	82
Participated in baseball in last 12 months	2,851	5.1%	111
Participated in basketball in last 12 months	5,128	9.2%	111
Participated in bicycling (mountain) in last 12 months	1,774	3.2%	82
Participated in bicycling (road) in last 12 months	4,785	8.6%	86
Participated in boating (power) in last 12 months	1,816	3.3%	61
Participated in bowling in last 12 months	5,082	9.1%	96
Participated in canoeing/kayaking in last 12 months	2,061	3.7%	66
Participated in fishing (fresh water) in last 12 months	4,349	7.8%	63
Participated in fishing (salt water) in last 12 months	1,850	3.3%	84
Participated in football in last 12 months	2,419	4.3%	92
Participated in Frisbee in last 12 months	2,173	3.9%	91
Participated in golf in last 12 months	4,010	7.2%	79
Participated in hiking in last 12 months	5,125	9.2%	93
Participated in horseback riding in last 12 months	1,153	2.1%	84
Participated in hunting with rifle in last 12 months	1,338	2.4%	53
Participated in hunting with shotgun in last 12 months	1,164	2.1%	53
Participated in ice skating in last 12 months	1,145	2.1%	84
Participated in jogging/running in last 12 months	7,328	13.1%	99
Participated in motorcycling in last 12 months	992	1.8%	61
Participated in Pilates in last 12 months	1,542	2.8%	100
Participated in skiing (downhill) in last 12 months	1,047	1.9%	69
Participated in soccer in last 12 months	2,824	5.1%	133
Participated in softball in last 12 months	1,834	3.3%	96
Participated in swimming in last 12 months	7,488	13.4%	87
Participated in target shooting in last 12 months	2,327	4.2%	88
Participated in tennis in last 12 months	2,305	4.1%	104
Participated in volleyball in last 12 months	1,913	3.4%	105
Participated in walking for exercise in last 12 months	12,026	21.6%	81
Participated in weight lifting in last 12 months	4,962	8.9%	90
Participated in yoga in last 12 months	3,642	6.5%	93
Spent on sports/rec equip in last 12 months: \$1-99	3,132	5.6%	98
Spent on sports/rec equip in last 12 months: \$100-\$249	3,122	5.6%	91
Spent on sports/rec equip in last 12 months: \$250+	3,030	5.4%	75
Attend sports events	10,265	18.4%	80
Attend sports events: baseball game - MLB reg seas	4,214	7.6%	82
Attend sports events: basketball game (college)	1,315	2.4%	82
Attend sports events: basketball game-NBA reg seas	2,034	3.6%	123
Attend sports events: football game (college)	2,128	3.8%	67
Attend sports events: football game-NFL Mon/Thurs	1,420	2.5%	93
Attend sports events: football game - NFL weekend	2,247	4.0%	87
Attend sports events: high school sports	1,475	2.6%	55

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	6,745	12.1%	81
Listen to baseball (MLB reg season) on radio often	1,076	1.9%	87
Listen to football (NFL wknd games) on radio often	990	1.8%	90
Watch sports on TV	30,203	54.1%	88
Watch on TV: alpine skiing/ski jumping	2,921	5.2%	90
Watch on TV: auto racing (NASCAR)	5,613	10.1%	73
Watch on TV: auto racing (not NASCAR)	3,187	5.7%	97
Watch on TV: baseball (MLB regular season)	10,122	18.1%	81
Watch on TV: baseball (MLB playoffs/World Series)	10,374	18.6%	84
Watch on TV: basketball (college)	6,811	12.2%	82
Watch on TV: basketball (NCAA tournament)	6,624	11.9%	79
Watch on TV: basketball (NBA regular season)	10,298	18.5%	105
Watch on TV: basketball (NBA playoffs/finals)	10,402	18.6%	96
Watch on TV: basketball (WNBA)	2,397	4.3%	96
Watch on TV: bicycle racing	1,750	3.1%	101
Watch on TV: bowling	1,778	3.2%	100
Watch on TV: boxing	5,953	10.7%	133
Watch on TV: bull riding (pro)	1,949	3.5%	68
Watch on TV: Equestrian events	1,484	2.7%	79
Watch on TV: extreme sports (summer)	3,205	5.7%	96
Watch on TV: extreme sports (winter)	3,258	5.8%	90
Watch on TV: figure skating	4,217	7.6%	75
Watch on TV: fishing	2,640	4.7%	71
Watch on TV: football (college)	11,063	19.8%	77
Watch on TV: football (NFL Mon/Thurs night games)	16,056	28.8%	85
Watch on TV: football (NFL weekend games)	16,746	30.0%	83
Watch on TV: football (NFL playoffs/Super Bowl)	17,069	30.6%	83
Watch on TV: golf (PGA)	5,831	10.5%	73
Watch on TV: golf (LPGA)	1,825	3.3%	69
Watch on TV: gymnastics	3,725	6.7%	81
Watch on TV: horse racing (at track or OTB)	1,194	2.1%	76
Watch on TV: ice hockey (NHL regular season)	4,555	8.2%	88
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	4,813	8.6%	91
Watch on TV: marathon/road running/triathlon	1,356	2.4%	96
Watch on TV: mixed martial arts (MMA)	2,883	5.2%	102
Watch on TV: motorcycle racing	2,287	4.1%	92
Watch on TV: Olympics (summer)	11,611	20.8%	77
Watch on TV: Olympics (winter)	10,995	19.7%	76
Watch on TV: poker	2,611	4.7%	84
Watch on TV: rodeo	1,784	3.2%	68
Watch on TV: soccer (MLS)	3,358	6.0%	112
Watch on TV: soccer (World Cup)	5,755	10.3%	117
Watch on TV: tennis (men `s)	4,052	7.3%	87
Watch on TV: tennis (women `s)	4,296	7.7%	93
Watch on TV: track & field	2,895	5.2%	92
Watch on TV: truck and tractor pull/mud racing	1,331	2.4%	80
Watch on TV: volleyball (pro beach)	2,144	3.8%	86
Watch on TV: wrestling (WWE)	1,698	3.0%	95
Interest in sports: college basketball Super Fan	2,351	4.2%	112
Interest in sports: college football Super Fan	3,537	6.3%	96
Interest in sports: golf Super Fan	1,141	2.0%	99
Interest in sports: high school sports Super Fan	1,881	3.4%	108
Interest in sports: MLB Super Fan	3,543	6.4%	115
Interest in sports: NASCAR Super Fan	2,043	3.7%	108
Interest in sports: NBA Super Fan	3,958	7.1%	120
Interest in sports: NFL Super Fan	7,927	14.2%	104
Interest in sports: NHL Super Fan	2,190	3.9%	112

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

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,254	7.6%	65
Member of charitable organization	2,001	3.6%	84
Member of church board	1,355	2.4%	79
Member of fraternal order	925	1.7%	63
Member of religious club	1,848	3.3%	88
Member of union	1,575	2.8%	76
Member of veterans club	700	1.3%	56
Attended adult education course in last 12 months	3,727	6.7%	98
Went to art gallery in last 12 months	4,034	7.2%	97
Attended auto show in last 12 months	4,201	7.5%	98
Did baking in last 12 months	9,849	17.7%	82
Went to bar/night club in last 12 months	9,070	16.3%	97
Went to beach in last 12 months	12,868	23.1%	93
Played billiards/pool in last 12 months	4,562	8.2%	106
Played bingo in last 12 months	2,055	3.7%	91
Did birdwatching in last 12 months	1,527	2.7%	63
Played board game in last 12 months	5,589	10.0%	79
Read book in last 12 months	15,785	28.3%	83
Participated in book club in last 12 months	1,453	2.6%	93
Went on overnight camping trip in last 12 months	5,169	9.3%	78
Played cards in last 12 months	6,778	12.2%	78
Played chess in last 12 months	1,900	3.4%	105
Played computer game (offline w/software)/12 months	3,479	6.2%	94
Played computer game (online w/software)/12 months	3,231	5.8%	84
Played computer game (online w/o software)/12 months	4,363	7.8%	87
Cooked for fun in last 12 months	12,529	22.5%	98
Did crossword puzzle in last 12 months	4,855	8.7%	81
Danced/went dancing in last 12 months	4,932	8.8%	111
Attended dance performance in last 12 months	2,494	4.5%	100
Dined out in last 12 months	21,147	37.9%	85
Participated in fantasy sports league last 12 months	1,966	3.5%	85
Did furniture refinishing in last 12 months	1,562	2.8%	84
Gambled at casino in last 12 months	7,522	13.5%	98
Gambled in Atlantic City in last 12 months	1,330	2.4%	104
Gambled in Las Vegas in last 12 months	2,583	4.6%	117
Participate in indoor gardening/plant care	4,146	7.4%	80
Attended horse races in last 12 months	1,493	2.7%	103
Participated in karaoke in last 12 months	2,268	4.1%	118
Bought lottery ticket in last 12 months	17,383	31.2%	83
Played lottery 6+ times in last 30 days	5,978	10.7%	91
Bought lottery ticket in last 12 months: Daily Drawing	2,391	4.3%	113
Bought lottery ticket in last 12 months: Instant Game	7,867	14.1%	78
Bought lottery ticket in last 12 months: Mega Millions	8,724	15.6%	87
Bought lottery ticket in last 12 months: Powerball	9,682	17.4%	81
Attended a movie in last 6 months	32,180	57.7%	97
Attended movie in last 90 days: once/week or more	1,812	3.2%	134
Attended movie in last 90 days: 2-3 times a month	3,835	6.9%	118
Attended movie in last 90 days: once a month	6,313	11.3%	112
Attended movie in last 90 days: < once a month	18,098	32.4%	92
Movie genre seen at theater/6 months: action	14,791	26.5%	102

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Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
65 Lawrenceville St NW, Norcross, Georgia, 30071
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.94260
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	16,045	28.8%	102
Movie genre seen at theater/6 months: comedy	14,912	26.7%	103
Movie genre seen at theater/6 months: crime	9,977	17.9%	101
Movie genre seen at theater/6 months: drama	14,819	26.6%	97
Movie genre seen at theater/6 months: family	6,120	11.0%	99
Movie genre seen at theater/6 months: fantasy	10,268	18.4%	101
Movie genre seen at theater/6 months: horror	5,388	9.7%	120
Movie genre seen at theater/6 months: romance	5,811	10.4%	89
Movie genre seen at theater/6 months: science fiction	8,521	15.3%	108
Movie genre seen at theater/6 months: thriller	8,957	16.1%	98
Went to museum in last 12 months	5,693	10.2%	83
Attended classical music/opera performance/12 months	1,979	3.5%	85
Attended country music performance in last 12 months	1,942	3.5%	62
Attended rock music performance in last 12 months	4,940	8.9%	93
Played musical instrument in last 12 months	3,506	6.3%	96
Did painting/drawing in last 12 months	3,709	6.6%	109
Did photo album/scrapbooking in last 12 months	2,877	5.2%	91
Did photography in last 12 months	5,077	9.1%	90
Did Sudoku puzzle in last 12 months	4,453	8.0%	80
Went to live theater in last 12 months	6,713	12.0%	93
Visited a theme park in last 12 months	9,481	17.0%	96
Visited a theme park 5+ times in last 12 months	1,980	3.5%	93
Participated in trivia games in last 12 months	2,729	4.9%	95
Played video/electronic game (console) last 12 months	6,205	11.1%	107
Played video/electronic game (portable) last 12 months	2,718	4.9%	107
Visited an indoor water park in last 12 months	1,740	3.1%	105
Did woodworking in last 12 months	1,854	3.3%	75
Participated in word games in last 12 months	4,636	8.3%	77
Went to zoo in last 12 months	5,673	10.2%	91
Purchased DVDs in last 30 days: 1	1,626	2.9%	86
Purchased DVDs in last 30 days: 2	1,402	2.5%	96
Purchased DVDs in last 30 days: 3+	3,087	5.5%	107
Purchased DVD/Blu-ray disc online in last 12 months	3,420	6.1%	95
Rented DVDs in last 30 days: 1	2,062	3.7%	97
Rented DVDs in last 30 days: 2	2,194	3.9%	89
Rented DVDs in last 30 days: 3+	7,573	13.6%	96
Rented movie/oth video/30 days: action/adventure	13,985	25.1%	102
Rented movie/oth video/30 days: classics	3,822	6.9%	99
Rented movie/oth video/30 days: comedy	13,976	25.1%	103
Rented movie/oth video/30 days: drama	8,580	15.4%	96
Rented movie/oth video/30 days: family/children	6,302	11.3%	106
Rented movie/oth video/30 days: foreign	1,778	3.2%	115
Rented movie/oth video/30 days: horror	6,793	12.2%	138
Rented movie/oth video/30 days: musical	1,834	3.3%	111
Rented movie/oth video/30 days: news/documentary	2,003	3.6%	99
Rented movie/oth video/30 days: romance	5,254	9.4%	101
Rented movie/oth video/30 days: science fiction	4,604	8.3%	107
Rented movie/oth video/30 days: TV show	4,971	8.9%	111
Rented movie/oth video/30 days: western	1,197	2.1%	74

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Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 3 mile radius

Prepared by Esri
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,099	3.8%	93
Rented DVD/Blu-ray/30 days: from netflix.com	6,879	12.3%	107
Rented/purch DVD/Blu-ray/30 days: from Redbox	11,189	20.1%	107
HH owns ATV/UTV	686	2.6%	53
Bought any children`s toy/game in last 12 months	18,482	33.1%	102
Spent on toys/games for child last 12 months: <\$50	3,816	6.8%	116
Spent on toys/games for child last 12 months: \$50-99	1,484	2.7%	98
Spent on toys/games for child last 12 months: \$100-199	3,493	6.3%	99
Spent on toys/games for child last 12 months: \$200-499	4,858	8.7%	95
Spent on toys/games for child last 12 months: \$500+	2,303	4.1%	87
Bought any toys/games online in last 12 months	3,699	6.6%	93
Bought infant toy in last 12 months	4,107	7.4%	111
Bought pre-school toy in last 12 months	3,509	6.3%	92
Bought for child last 12 months: boy action figure	3,331	6.0%	82
Bought for child last 12 months: girl action figure	1,885	3.4%	111
Bought for child last 12 months: action game	1,404	2.5%	99
Bought for child last 12 months: bicycle	4,397	7.9%	118
Bought for child last 12 months: board game	5,131	9.2%	93
Bought for child last 12 months: builder set	2,175	3.9%	91
Bought for child last 12 months: car	4,927	8.8%	97
Bought for child last 12 months: construction toy	2,177	3.9%	81
Bought for child last 12 months: fashion doll	2,710	4.9%	106
Bought for child last 12 months: large/baby doll	4,113	7.4%	111
Bought for child last 12 months: doll accessories	1,957	3.5%	96
Bought for child last 12 months: doll clothing	1,988	3.6%	95
Bought for child last 12 months: educational toy	6,410	11.5%	101
Bought for child last 12 months: electronic doll/animal	1,437	2.6%	100
Bought for child last 12 months: electronic game	4,470	8.0%	103
Bought for child last 12 months: mechanical toy	2,143	3.8%	110
Bought for child last 12 months: model kit/set	1,018	1.8%	74
Bought for child last 12 months: plush doll/animal	3,887	7.0%	95
Bought for child last 12 months: sound game	1,450	2.6%	131
Bought for child last 12 months: water toy	5,476	9.8%	108
Bought for child last 12 months: word game	1,914	3.4%	115

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Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
65 Lawrenceville St NW, Norcross, Georgia, 30071
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.94260
Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	6,587	11.8%	89
Bought hardcover book in last 12 months	10,382	18.6%	89
Bought paperback book in last 12 months	15,314	27.5%	87
Bought 1-3 books in last 12 months	10,237	18.4%	94
Bought 4-6 books in last 12 months	5,803	10.4%	98
Bought 7+ books in last 12 months	7,260	13.0%	76
Bought book (fiction) in last 12 months	12,783	22.9%	84
Bought book (non-fiction) in last 12 months	10,856	19.5%	85
Bought biography in last 12 months	3,745	6.7%	91
Bought children`s book in last 12 months	4,446	8.0%	88
Bought cookbook in last 12 months	4,137	7.4%	90
Bought history book in last 12 months	4,170	7.5%	94
Bought mystery book in last 12 months	5,168	9.3%	83
Bought novel in last 12 months	6,850	12.3%	79
Bought religious book (not bible) in last 12 mo	3,451	6.2%	94
Bought romance book in last 12 months	3,408	6.1%	81
Bought science fiction book in last 12 months	3,248	5.8%	106
Bought personal/business self-help book last 12 months	3,253	5.8%	101
Bought travel book in last 12 months	1,123	2.0%	96
Bought book online in last 12 months	8,678	15.6%	81
Bought book last 12 months: amazon.com	7,938	14.2%	82
Bought book last 12 months: barnes&noble.com	1,443	2.6%	86
Bought book last 12 months: Barnes & Noble book store	7,107	12.7%	87
Bought book last 12 months: other book store (not B&N)	5,432	9.7%	85
Bought book last 12 months: mail order	1,161	2.1%	92
Listened to/purchased audiobook in last 6 months	2,314	4.1%	95

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Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
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 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		245,004	260,609
Population 18+		177,063	189,026
Households		84,363	89,053
Median Household Income		\$47,659	\$53,981
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	15,894	9.0%	106
Participated in archery in last 12 months	3,550	2.0%	74
Participated in backpacking in last 12 months	4,693	2.7%	87
Participated in baseball in last 12 months	8,960	5.1%	110
Participated in basketball in last 12 months	15,846	8.9%	108
Participated in bicycling (mountain) in last 12 months	6,157	3.5%	90
Participated in bicycling (road) in last 12 months	16,244	9.2%	92
Participated in boating (power) in last 12 months	6,296	3.6%	67
Participated in bowling in last 12 months	16,388	9.3%	98
Participated in canoeing/kayaking in last 12 months	7,221	4.1%	73
Participated in fishing (fresh water) in last 12 months	14,482	8.2%	66
Participated in fishing (salt water) in last 12 months	6,117	3.5%	87
Participated in football in last 12 months	7,825	4.4%	94
Participated in Frisbee in last 12 months	7,109	4.0%	94
Participated in golf in last 12 months	13,751	7.8%	85
Participated in hiking in last 12 months	17,259	9.7%	98
Participated in horseback riding in last 12 months	3,631	2.1%	83
Participated in hunting with rifle in last 12 months	4,358	2.5%	54
Participated in hunting with shotgun in last 12 months	3,958	2.2%	57
Participated in ice skating in last 12 months	3,978	2.2%	92
Participated in jogging/running in last 12 months	24,007	13.6%	103
Participated in motorcycling in last 12 months	3,291	1.9%	64
Participated in Pilates in last 12 months	5,164	2.9%	106
Participated in skiing (downhill) in last 12 months	3,890	2.2%	81
Participated in soccer in last 12 months	8,950	5.1%	132
Participated in softball in last 12 months	5,839	3.3%	96
Participated in swimming in last 12 months	25,017	14.1%	91
Participated in target shooting in last 12 months	7,439	4.2%	89
Participated in tennis in last 12 months	7,811	4.4%	111
Participated in volleyball in last 12 months	6,254	3.5%	109
Participated in walking for exercise in last 12 months	40,987	23.1%	87
Participated in weight lifting in last 12 months	16,682	9.4%	95
Participated in yoga in last 12 months	12,881	7.3%	103
Spent on sports/rec equip in last 12 months: \$1-99	9,718	5.5%	95
Spent on sports/rec equip in last 12 months: \$100-\$249	9,931	5.6%	91
Spent on sports/rec equip in last 12 months: \$250+	10,407	5.9%	81
Attend sports events	35,128	19.8%	87
Attend sports events: baseball game - MLB reg seas	14,746	8.3%	91
Attend sports events: basketball game (college)	4,429	2.5%	87
Attend sports events: basketball game-NBA reg seas	6,607	3.7%	126
Attend sports events: football game (college)	7,438	4.2%	74
Attend sports events: football game-NFL Mon/Thurs	4,788	2.7%	99
Attend sports events: football game - NFL weekend	7,581	4.3%	93
Attend sports events: high school sports	5,067	2.9%	60

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Norcross, GA - 1,3,5 Mile
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 Ring: 5 mile radius

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 Latitude: 33.94260
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	22,821	12.9%	86
Listen to baseball (MLB reg season) on radio often	3,634	2.1%	93
Listen to football (NFL wknd games) on radio often	3,341	1.9%	95
Watch sports on TV	98,830	55.8%	90
Watch on TV: alpine skiing/ski jumping	9,559	5.4%	93
Watch on TV: auto racing (NASCAR)	18,104	10.2%	74
Watch on TV: auto racing (not NASCAR)	9,828	5.6%	94
Watch on TV: baseball (MLB regular season)	34,435	19.4%	86
Watch on TV: baseball (MLB playoffs/World Series)	35,010	19.8%	90
Watch on TV: basketball (college)	22,881	12.9%	87
Watch on TV: basketball (NCAA tournament)	22,598	12.8%	85
Watch on TV: basketball (NBA regular season)	33,397	18.9%	107
Watch on TV: basketball (NBA playoffs/finals)	34,071	19.2%	99
Watch on TV: basketball (WNBA)	7,627	4.3%	97
Watch on TV: bicycle racing	5,803	3.3%	105
Watch on TV: bowling	5,635	3.2%	99
Watch on TV: boxing	18,082	10.2%	127
Watch on TV: bull riding (pro)	6,305	3.6%	70
Watch on TV: Equestrian events	4,970	2.8%	83
Watch on TV: extreme sports (summer)	10,197	5.8%	96
Watch on TV: extreme sports (winter)	10,420	5.9%	90
Watch on TV: figure skating	14,268	8.1%	80
Watch on TV: fishing	8,698	4.9%	74
Watch on TV: football (college)	37,125	21.0%	81
Watch on TV: football (NFL Mon/Thurs night games)	53,279	30.1%	89
Watch on TV: football (NFL weekend games)	55,634	31.4%	87
Watch on TV: football (NFL playoffs/Super Bowl)	56,701	32.0%	87
Watch on TV: golf (PGA)	20,338	11.5%	81
Watch on TV: golf (LPGA)	6,417	3.6%	77
Watch on TV: gymnastics	12,129	6.9%	83
Watch on TV: horse racing (at track or OTB)	3,825	2.2%	77
Watch on TV: ice hockey (NHL regular season)	15,619	8.8%	95
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	16,500	9.3%	98
Watch on TV: marathon/road running/triathlon	4,431	2.5%	99
Watch on TV: mixed martial arts (MMA)	9,041	5.1%	101
Watch on TV: motorcycle racing	7,136	4.0%	91
Watch on TV: Olympics (summer)	40,008	22.6%	84
Watch on TV: Olympics (winter)	38,007	21.5%	83
Watch on TV: poker	8,669	4.9%	88
Watch on TV: rodeo	5,602	3.2%	68
Watch on TV: soccer (MLS)	10,651	6.0%	112
Watch on TV: soccer (World Cup)	18,053	10.2%	116
Watch on TV: tennis (men`s)	14,246	8.0%	96
Watch on TV: tennis (women`s)	14,437	8.2%	98
Watch on TV: track & field	9,475	5.4%	94
Watch on TV: truck and tractor pull/mud racing	4,082	2.3%	78
Watch on TV: volleyball (pro beach)	7,275	4.1%	92
Watch on TV: wrestling (WWE)	5,250	3.0%	93
Interest in sports: college basketball Super Fan	7,399	4.2%	111
Interest in sports: college football Super Fan	11,465	6.5%	98
Interest in sports: golf Super Fan	3,725	2.1%	102
Interest in sports: high school sports Super Fan	6,266	3.5%	113
Interest in sports: MLB Super Fan	11,396	6.4%	117
Interest in sports: NASCAR Super Fan	6,282	3.5%	105
Interest in sports: NBA Super Fan	12,856	7.3%	123
Interest in sports: NFL Super Fan	25,495	14.4%	106
Interest in sports: NHL Super Fan	7,243	4.1%	117

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Sports and Leisure Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	15,645	8.8%	75
Member of charitable organization	6,859	3.9%	91
Member of church board	4,348	2.5%	80
Member of fraternal order	3,195	1.8%	69
Member of religious club	6,266	3.5%	94
Member of union	5,444	3.1%	83
Member of veterans club	2,474	1.4%	62
Attended adult education course in last 12 months	12,211	6.9%	101
Went to art gallery in last 12 months	13,720	7.7%	104
Attended auto show in last 12 months	13,599	7.7%	100
Did baking in last 12 months	33,575	19.0%	88
Went to bar/night club in last 12 months	29,341	16.6%	99
Went to beach in last 12 months	43,475	24.6%	99
Played billiards/pool in last 12 months	14,452	8.2%	105
Played bingo in last 12 months	6,429	3.6%	90
Did birdwatching in last 12 months	5,431	3.1%	71
Played board game in last 12 months	19,027	10.7%	84
Read book in last 12 months	53,182	30.0%	88
Participated in book club in last 12 months	4,887	2.8%	98
Went on overnight camping trip in last 12 months	17,250	9.7%	82
Played cards in last 12 months	22,547	12.7%	82
Played chess in last 12 months	6,035	3.4%	105
Played computer game (offline w/software)/12 months	11,148	6.3%	95
Played computer game (online w/software)/12 months	10,694	6.0%	88
Played computer game (online w/o software)/12 months	14,354	8.1%	90
Cooked for fun in last 12 months	41,198	23.3%	102
Did crossword puzzle in last 12 months	16,466	9.3%	87
Danced/went dancing in last 12 months	15,888	9.0%	112
Attended dance performance in last 12 months	8,142	4.6%	103
Dined out in last 12 months	70,841	40.0%	89
Participated in fantasy sports league last 12 months	6,223	3.5%	84
Did furniture refinishing in last 12 months	5,019	2.8%	85
Gambled at casino in last 12 months	24,382	13.8%	100
Gambled in Atlantic City in last 12 months	4,465	2.5%	110
Gambled in Las Vegas in last 12 months	8,125	4.6%	116
Participate in indoor gardening/plant care	13,842	7.8%	84
Attended horse races in last 12 months	4,897	2.8%	107
Participated in karaoke in last 12 months	6,875	3.9%	113
Bought lottery ticket in last 12 months	56,911	32.1%	86
Played lottery 6+ times in last 30 days	19,332	10.9%	92
Bought lottery ticket in last 12 months: Daily Drawing	7,605	4.3%	113
Bought lottery ticket in last 12 months: Instant Game	25,392	14.3%	79
Bought lottery ticket in last 12 months: Mega Millions	29,187	16.5%	92
Bought lottery ticket in last 12 months: Powerball	31,829	18.0%	84
Attended a movie in last 6 months	103,895	58.7%	99
Attended movie in last 90 days: once/week or more	5,197	2.9%	121
Attended movie in last 90 days: 2-3 times a month	12,406	7.0%	120
Attended movie in last 90 days: once a month	19,657	11.1%	110
Attended movie in last 90 days: < once a month	59,672	33.7%	95
Movie genre seen at theater/6 months: action	47,243	26.7%	103

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	51,036	28.8%	102
Movie genre seen at theater/6 months: comedy	47,373	26.8%	103
Movie genre seen at theater/6 months: crime	31,944	18.0%	102
Movie genre seen at theater/6 months: drama	48,382	27.3%	100
Movie genre seen at theater/6 months: family	19,504	11.0%	99
Movie genre seen at theater/6 months: fantasy	32,635	18.4%	101
Movie genre seen at theater/6 months: horror	16,054	9.1%	113
Movie genre seen at theater/6 months: romance	19,430	11.0%	93
Movie genre seen at theater/6 months: science fiction	26,933	15.2%	107
Movie genre seen at theater/6 months: thriller	29,067	16.4%	100
Went to museum in last 12 months	20,035	11.3%	92
Attended classical music/opera performance/12 months	6,861	3.9%	93
Attended country music performance in last 12 months	6,862	3.9%	68
Attended rock music performance in last 12 months	16,374	9.2%	97
Played musical instrument in last 12 months	11,444	6.5%	99
Did painting/drawing in last 12 months	11,964	6.8%	111
Did photo album/scrapbooking in last 12 months	9,510	5.4%	95
Did photography in last 12 months	16,964	9.6%	95
Did Sudoku puzzle in last 12 months	15,182	8.6%	86
Went to live theater in last 12 months	22,823	12.9%	99
Visited a theme park in last 12 months	31,043	17.5%	100
Visited a theme park 5+ times in last 12 months	6,468	3.7%	96
Participated in trivia games in last 12 months	8,658	4.9%	95
Played video/electronic game (console) last 12 months	19,234	10.9%	104
Played video/electronic game (portable) last 12 months	8,555	4.8%	106
Visited an indoor water park in last 12 months	5,499	3.1%	104
Did woodworking in last 12 months	6,119	3.5%	78
Participated in word games in last 12 months	15,575	8.8%	82
Went to zoo in last 12 months	18,653	10.5%	94
Purchased DVDs in last 30 days: 1	5,103	2.9%	85
Purchased DVDs in last 30 days: 2	4,460	2.5%	96
Purchased DVDs in last 30 days: 3+	9,733	5.5%	106
Purchased DVD/Blu-ray disc online in last 12 months	11,124	6.3%	98
Rented DVDs in last 30 days: 1	6,399	3.6%	95
Rented DVDs in last 30 days: 2	7,296	4.1%	93
Rented DVDs in last 30 days: 3+	24,101	13.6%	96
Rented movie/oth video/30 days: action/adventure	44,483	25.1%	102
Rented movie/oth video/30 days: classics	12,400	7.0%	101
Rented movie/oth video/30 days: comedy	44,269	25.0%	103
Rented movie/oth video/30 days: drama	27,759	15.7%	98
Rented movie/oth video/30 days: family/children	19,357	10.9%	102
Rented movie/oth video/30 days: foreign	5,760	3.3%	118
Rented movie/oth video/30 days: horror	19,985	11.3%	128
Rented movie/oth video/30 days: musical	5,631	3.2%	107
Rented movie/oth video/30 days: news/documentary	6,448	3.6%	101
Rented movie/oth video/30 days: romance	16,709	9.4%	101
Rented movie/oth video/30 days: science fiction	14,525	8.2%	106
Rented movie/oth video/30 days: TV show	15,570	8.8%	109
Rented movie/oth video/30 days: western	3,877	2.2%	75

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	7,031	4.0%	98
Rented DVD/Blu-ray/30 days: from netflix.com	22,020	12.4%	108
Rented/purch DVD/Blu-ray/30 days: from Redbox	35,023	19.8%	105
HH owns ATV/UTV	2,286	2.7%	55
Bought any children`s toy/game in last 12 months	57,612	32.5%	100
Spent on toys/games for child last 12 months: <\$50	11,411	6.4%	109
Spent on toys/games for child last 12 months: \$50-99	4,546	2.6%	95
Spent on toys/games for child last 12 months: \$100-199	11,005	6.2%	98
Spent on toys/games for child last 12 months: \$200-499	15,362	8.7%	95
Spent on toys/games for child last 12 months: \$500+	7,674	4.3%	92
Bought any toys/games online in last 12 months	11,785	6.7%	94
Bought infant toy in last 12 months	12,292	6.9%	104
Bought pre-school toy in last 12 months	11,052	6.2%	92
Bought for child last 12 months: boy action figure	10,594	6.0%	82
Bought for child last 12 months: girl action figure	5,921	3.3%	110
Bought for child last 12 months: action game	4,299	2.4%	96
Bought for child last 12 months: bicycle	13,353	7.5%	113
Bought for child last 12 months: board game	16,197	9.1%	93
Bought for child last 12 months: builder set	6,721	3.8%	88
Bought for child last 12 months: car	15,236	8.6%	95
Bought for child last 12 months: construction toy	6,942	3.9%	81
Bought for child last 12 months: fashion doll	8,219	4.6%	101
Bought for child last 12 months: large/baby doll	12,366	7.0%	105
Bought for child last 12 months: doll accessories	6,163	3.5%	95
Bought for child last 12 months: doll clothing	6,204	3.5%	93
Bought for child last 12 months: educational toy	20,309	11.5%	101
Bought for child last 12 months: electronic doll/animal	4,241	2.4%	93
Bought for child last 12 months: electronic game	13,732	7.8%	99
Bought for child last 12 months: mechanical toy	6,561	3.7%	106
Bought for child last 12 months: model kit/set	3,440	1.9%	79
Bought for child last 12 months: plush doll/animal	12,241	6.9%	95
Bought for child last 12 months: sound game	4,401	2.5%	125
Bought for child last 12 months: water toy	17,052	9.6%	106
Bought for child last 12 months: word game	5,692	3.2%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	22,021	12.4%	94
Bought hardcover book in last 12 months	34,737	19.6%	94
Bought paperback book in last 12 months	51,235	28.9%	92
Bought 1-3 books in last 12 months	33,309	18.8%	96
Bought 4-6 books in last 12 months	19,011	10.7%	101
Bought 7+ books in last 12 months	24,653	13.9%	81
Bought book (fiction) in last 12 months	43,132	24.4%	89
Bought book (non-fiction) in last 12 months	36,569	20.7%	90
Bought biography in last 12 months	12,982	7.3%	100
Bought children`s book in last 12 months	14,658	8.3%	91
Bought cookbook in last 12 months	13,537	7.6%	93
Bought history book in last 12 months	13,977	7.9%	100
Bought mystery book in last 12 months	17,664	10.0%	89
Bought novel in last 12 months	23,942	13.5%	87
Bought religious book (not bible) in last 12 mo	11,194	6.3%	96
Bought romance book in last 12 months	11,131	6.3%	83
Bought science fiction book in last 12 months	10,244	5.8%	105
Bought personal/business self-help book last 12 months	10,709	6.0%	105
Bought travel book in last 12 months	3,835	2.2%	103
Bought book online in last 12 months	30,313	17.1%	89
Bought book last 12 months: amazon.com	27,277	15.4%	88
Bought book last 12 months: barnes&noble.com	5,005	2.8%	93
Bought book last 12 months: Barnes & Noble book store	24,317	13.7%	94
Bought book last 12 months: other book store (not B&N)	17,887	10.1%	88
Bought book last 12 months: mail order	3,456	2.0%	86
Listened to/purchased audiobook in last 6 months	7,688	4.3%	99

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