



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021	
Population		1,063	1,208	
Population 18+		788	900	
Households		498	565	
Median Household Income		\$52,967	\$60,097	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		71	9.0%	106
Participated in archery in last 12 months		9	1.1%	42
Participated in backpacking in last 12 months		15	1.9%	62
Participated in baseball in last 12 months		33	4.2%	91
Participated in basketball in last 12 months		59	7.5%	91
Participated in bicycling (mountain) in last 12 months		26	3.3%	85
Participated in bicycling (road) in last 12 months		71	9.0%	91
Participated in boating (power) in last 12 months		16	2.0%	38
Participated in bowling in last 12 months		66	8.4%	89
Participated in canoeing/kayaking in last 12 months		26	3.3%	59
Participated in fishing (fresh water) in last 12 months		38	4.8%	39
Participated in fishing (salt water) in last 12 months		24	3.0%	77
Participated in football in last 12 months		31	3.9%	84
Participated in Frisbee in last 12 months		26	3.3%	77
Participated in golf in last 12 months		39	4.9%	54
Participated in hiking in last 12 months		76	9.6%	97
Participated in horseback riding in last 12 months		15	1.9%	77
Participated in hunting with rifle in last 12 months		9	1.1%	25
Participated in hunting with shotgun in last 12 months		11	1.4%	36
Participated in ice skating in last 12 months		17	2.2%	88
Participated in jogging/running in last 12 months		94	11.9%	90
Participated in motorcycling in last 12 months		10	1.3%	44
Participated in Pilates in last 12 months		22	2.8%	101
Participated in skiing (downhill) in last 12 months		14	1.8%	65
Participated in soccer in last 12 months		37	4.7%	123
Participated in softball in last 12 months		21	2.7%	78
Participated in swimming in last 12 months		86	10.9%	71
Participated in target shooting in last 12 months		20	2.5%	54
Participated in tennis in last 12 months		29	3.7%	93
Participated in volleyball in last 12 months		15	1.9%	59
Participated in walking for exercise in last 12 months		174	22.1%	83
Participated in weight lifting in last 12 months		73	9.3%	94
Participated in yoga in last 12 months		68	8.6%	122
Spent on sports/rec equip in last 12 months: \$1-99		46	5.8%	102
Spent on sports/rec equip in last 12 months: \$100-\$249		42	5.3%	87
Spent on sports/rec equip in last 12 months: \$250+		39	4.9%	68
Attend sports events		149	18.9%	83
Attend sports events: baseball game - MLB reg seas		70	8.9%	97
Attend sports events: basketball game (college)		17	2.2%	75
Attend sports events: basketball game-NBA reg seas		37	4.7%	159
Attend sports events: football game (college)		19	2.4%	42
Attend sports events: football game-NFL Mon/Thurs		21	2.7%	98
Attend sports events: football game - NFL weekend		33	4.2%	91
Attend sports events: high school sports		15	1.9%	40

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	99	12.6%	84
Listen to baseball (MLB reg season) on radio often	19	2.4%	109
Listen to football (NFL wknd games) on radio often	19	2.4%	122
Watch sports on TV	441	56.0%	91
Watch on TV: alpine skiing/ski jumping	49	6.2%	107
Watch on TV: auto racing (NASCAR)	66	8.4%	61
Watch on TV: auto racing (not NASCAR)	39	4.9%	84
Watch on TV: baseball (MLB regular season)	159	20.2%	90
Watch on TV: baseball (MLB playoffs/World Series)	169	21.4%	97
Watch on TV: basketball (college)	77	9.8%	65
Watch on TV: basketball (NCAA tournament)	77	9.8%	65
Watch on TV: basketball (NBA regular season)	161	20.4%	116
Watch on TV: basketball (NBA playoffs/finals)	154	19.5%	101
Watch on TV: basketball (WNBA)	38	4.8%	108
Watch on TV: bicycle racing	33	4.2%	134
Watch on TV: bowling	26	3.3%	103
Watch on TV: boxing	99	12.6%	156
Watch on TV: bull riding (pro)	18	2.3%	45
Watch on TV: Equestrian events	21	2.7%	79
Watch on TV: extreme sports (summer)	38	4.8%	81
Watch on TV: extreme sports (winter)	41	5.2%	80
Watch on TV: figure skating	68	8.6%	86
Watch on TV: fishing	34	4.3%	65
Watch on TV: football (college)	119	15.1%	59
Watch on TV: football (NFL Mon/Thurs night games)	227	28.8%	85
Watch on TV: football (NFL weekend games)	243	30.8%	86
Watch on TV: football (NFL playoffs/Super Bowl)	249	31.6%	85
Watch on TV: golf (PGA)	93	11.8%	83
Watch on TV: golf (LPGA)	33	4.2%	89
Watch on TV: gymnastics	55	7.0%	85
Watch on TV: horse racing (at track or OTB)	17	2.2%	76
Watch on TV: ice hockey (NHL regular season)	81	10.3%	111
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	78	9.9%	105
Watch on TV: marathon/road running/triathlon	21	2.7%	105
Watch on TV: mixed martial arts (MMA)	41	5.2%	103
Watch on TV: motorcycle racing	30	3.8%	86
Watch on TV: Olympics (summer)	168	21.3%	79
Watch on TV: Olympics (winter)	161	20.4%	79
Watch on TV: poker	38	4.8%	86
Watch on TV: rodeo	17	2.2%	46
Watch on TV: soccer (MLS)	49	6.2%	116
Watch on TV: soccer (World Cup)	78	9.9%	112
Watch on TV: tennis (men`s)	70	8.9%	106
Watch on TV: tennis (women`s)	69	8.8%	106
Watch on TV: track & field	42	5.3%	94
Watch on TV: truck and tractor pull/mud racing	14	1.8%	60
Watch on TV: volleyball (pro beach)	27	3.4%	77
Watch on TV: wrestling (WWE)	27	3.4%	107
Interest in sports: college basketball Super Fan	36	4.6%	122
Interest in sports: college football Super Fan	48	6.1%	92
Interest in sports: golf Super Fan	21	2.7%	129
Interest in sports: high school sports Super Fan	41	5.2%	167
Interest in sports: MLB Super Fan	68	8.6%	156
Interest in sports: NASCAR Super Fan	35	4.4%	131
Interest in sports: NBA Super Fan	73	9.3%	156
Interest in sports: NFL Super Fan	117	14.8%	109
Interest in sports: NHL Super Fan	53	6.7%	192

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	68	8.6%	73
Member of charitable organization	23	2.9%	68
Member of church board	14	1.8%	58
Member of fraternal order	20	2.5%	97
Member of religious club	22	2.8%	74
Member of union	29	3.7%	99
Member of veterans club	9	1.1%	51
Attended adult education course in last 12 months	50	6.3%	93
Went to art gallery in last 12 months	59	7.5%	100
Attended auto show in last 12 months	66	8.4%	109
Did baking in last 12 months	143	18.1%	84
Went to bar/night club in last 12 months	129	16.4%	98
Went to beach in last 12 months	195	24.7%	99
Played billiards/pool in last 12 months	55	7.0%	90
Played bingo in last 12 months	24	3.0%	76
Did birdwatching in last 12 months	21	2.7%	61
Played board game in last 12 months	77	9.8%	77
Read book in last 12 months	223	28.3%	83
Participated in book club in last 12 months	18	2.3%	81
Went on overnight camping trip in last 12 months	74	9.4%	79
Played cards in last 12 months	87	11.0%	71
Played chess in last 12 months	24	3.0%	94
Played computer game (offline w/software)/12 months	43	5.5%	83
Played computer game (online w/software)/12 months	55	7.0%	102
Played computer game (online w/o software)/12 months	58	7.4%	81
Cooked for fun in last 12 months	172	21.8%	96
Did crossword puzzle in last 12 months	73	9.3%	86
Danced/went dancing in last 12 months	74	9.4%	118
Attended dance performance in last 12 months	34	4.3%	96
Dined out in last 12 months	291	36.9%	82
Participated in fantasy sports league last 12 months	26	3.3%	79
Did furniture refinishing in last 12 months	16	2.0%	61
Gambled at casino in last 12 months	112	14.2%	104
Gambled in Atlantic City in last 12 months	36	4.6%	199
Gambled in Las Vegas in last 12 months	36	4.6%	116
Participate in indoor gardening/plant care	66	8.4%	90
Attended horse races in last 12 months	19	2.4%	93
Participated in karaoke in last 12 months	30	3.8%	110
Bought lottery ticket in last 12 months	268	34.0%	91
Played lottery 6+ times in last 30 days	108	13.7%	116
Bought lottery ticket in last 12 months: Daily Drawing	51	6.5%	170
Bought lottery ticket in last 12 months: Instant Game	126	16.0%	88
Bought lottery ticket in last 12 months: Mega Millions	162	20.6%	115
Bought lottery ticket in last 12 months: Powerball	141	17.9%	83
Attended a movie in last 6 months	442	56.1%	94
Attended movie in last 90 days: once/week or more	24	3.0%	126
Attended movie in last 90 days: 2-3 times a month	61	7.7%	132
Attended movie in last 90 days: once a month	83	10.5%	104
Attended movie in last 90 days: < once a month	243	30.8%	87
Movie genre seen at theater/6 months: action	206	26.1%	101

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	218	27.7%	98
Movie genre seen at theater/6 months: comedy	208	26.4%	101
Movie genre seen at theater/6 months: crime	142	18.0%	102
Movie genre seen at theater/6 months: drama	219	27.8%	101
Movie genre seen at theater/6 months: family	81	10.3%	93
Movie genre seen at theater/6 months: fantasy	147	18.7%	102
Movie genre seen at theater/6 months: horror	64	8.1%	101
Movie genre seen at theater/6 months: romance	95	12.1%	103
Movie genre seen at theater/6 months: science fiction	114	14.5%	102
Movie genre seen at theater/6 months: thriller	139	17.6%	107
Went to museum in last 12 months	101	12.8%	104
Attended classical music/opera performance/12 months	30	3.8%	91
Attended country music performance in last 12 months	22	2.8%	49
Attended rock music performance in last 12 months	71	9.0%	95
Played musical instrument in last 12 months	49	6.2%	95
Did painting/drawing in last 12 months	52	6.6%	108
Did photo album/scrapbooking in last 12 months	35	4.4%	79
Did photography in last 12 months	74	9.4%	93
Did Sudoku puzzle in last 12 months	69	8.8%	88
Went to live theater in last 12 months	98	12.4%	96
Visited a theme park in last 12 months	152	19.3%	109
Visited a theme park 5+ times in last 12 months	31	3.9%	103
Participated in trivia games in last 12 months	36	4.6%	89
Played video/electronic game (console) last 12 months	73	9.3%	89
Played video/electronic game (portable) last 12 months	36	4.6%	100
Visited an indoor water park in last 12 months	27	3.4%	115
Did woodworking in last 12 months	27	3.4%	77
Participated in word games in last 12 months	68	8.6%	80
Went to zoo in last 12 months	67	8.5%	76
Purchased DVDs in last 30 days: 1	20	2.5%	75
Purchased DVDs in last 30 days: 2	20	2.5%	97
Purchased DVDs in last 30 days: 3+	40	5.1%	98
Purchased DVD/Blu-ray disc online in last 12 months	48	6.1%	95
Rented DVDs in last 30 days: 1	27	3.4%	90
Rented DVDs in last 30 days: 2	32	4.1%	92
Rented DVDs in last 30 days: 3+	97	12.3%	87
Rented movie/oth video/30 days: action/adventure	188	23.9%	97
Rented movie/oth video/30 days: classics	55	7.0%	101
Rented movie/oth video/30 days: comedy	193	24.5%	101
Rented movie/oth video/30 days: drama	120	15.2%	95
Rented movie/oth video/30 days: family/children	70	8.9%	83
Rented movie/oth video/30 days: foreign	26	3.3%	119
Rented movie/oth video/30 days: horror	93	11.8%	134
Rented movie/oth video/30 days: musical	21	2.7%	90
Rented movie/oth video/30 days: news/documentary	31	3.9%	109
Rented movie/oth video/30 days: romance	65	8.2%	88
Rented movie/oth video/30 days: science fiction	65	8.2%	107
Rented movie/oth video/30 days: TV show	60	7.6%	94
Rented movie/oth video/30 days: western	16	2.0%	70

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	33	4.2%	104
Rented DVD/Blu-ray/30 days: from netflix.com	117	14.8%	128
Rented/purch DVD/Blu-ray/30 days: from Redbox	129	16.4%	87
HH owns ATV/UTV	10	2.0%	41
Bought any children`s toy/game in last 12 months	248	31.5%	97
Spent on toys/games for child last 12 months: <\$50	47	6.0%	101
Spent on toys/games for child last 12 months: \$50-99	20	2.5%	94
Spent on toys/games for child last 12 months: \$100-199	48	6.1%	96
Spent on toys/games for child last 12 months: \$200-499	61	7.7%	85
Spent on toys/games for child last 12 months: \$500+	33	4.2%	89
Bought any toys/games online in last 12 months	52	6.6%	93
Bought infant toy in last 12 months	42	5.3%	80
Bought pre-school toy in last 12 months	53	6.7%	99
Bought for child last 12 months: boy action figure	46	5.8%	80
Bought for child last 12 months: girl action figure	25	3.2%	104
Bought for child last 12 months: action game	17	2.2%	85
Bought for child last 12 months: bicycle	52	6.6%	99
Bought for child last 12 months: board game	68	8.6%	87
Bought for child last 12 months: builder set	28	3.6%	83
Bought for child last 12 months: car	54	6.9%	75
Bought for child last 12 months: construction toy	28	3.6%	74
Bought for child last 12 months: fashion doll	35	4.4%	97
Bought for child last 12 months: large/baby doll	52	6.6%	99
Bought for child last 12 months: doll accessories	21	2.7%	73
Bought for child last 12 months: doll clothing	25	3.2%	85
Bought for child last 12 months: educational toy	86	10.9%	96
Bought for child last 12 months: electronic doll/animal	22	2.8%	109
Bought for child last 12 months: electronic game	60	7.6%	98
Bought for child last 12 months: mechanical toy	34	4.3%	123
Bought for child last 12 months: model kit/set	14	1.8%	72
Bought for child last 12 months: plush doll/animal	55	7.0%	95
Bought for child last 12 months: sound game	12	1.5%	77
Bought for child last 12 months: water toy	68	8.6%	95
Bought for child last 12 months: word game	21	2.7%	89

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	93	11.8%	89
Bought hardcover book in last 12 months	154	19.5%	93
Bought paperback book in last 12 months	221	28.0%	89
Bought 1-3 books in last 12 months	163	20.7%	106
Bought 4-6 books in last 12 months	87	11.0%	104
Bought 7+ books in last 12 months	98	12.4%	73
Bought book (fiction) in last 12 months	185	23.5%	86
Bought book (non-fiction) in last 12 months	154	19.5%	85
Bought biography in last 12 months	67	8.5%	115
Bought children`s book in last 12 months	60	7.6%	84
Bought cookbook in last 12 months	54	6.9%	83
Bought history book in last 12 months	57	7.2%	91
Bought mystery book in last 12 months	82	10.4%	93
Bought novel in last 12 months	117	14.8%	95
Bought religious book (not bible) in last 12 mo	36	4.6%	69
Bought romance book in last 12 months	51	6.5%	86
Bought science fiction book in last 12 months	51	6.5%	117
Bought personal/business self-help book last 12 months	46	5.8%	101
Bought travel book in last 12 months	13	1.6%	78
Bought book online in last 12 months	143	18.1%	94
Bought book last 12 months: amazon.com	121	15.4%	88
Bought book last 12 months: barnes&noble.com	25	3.2%	105
Bought book last 12 months: Barnes & Noble book store	127	16.1%	110
Bought book last 12 months: other book store (not B&N)	67	8.5%	74
Bought book last 12 months: mail order	12	1.5%	67
Listened to/purchased audiobook in last 6 months	29	3.7%	84

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		11,198	12,308
Population 18+		7,963	8,750
Households		3,444	3,763
Median Household Income		\$47,916	\$54,209

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	608	7.6%	90
Participated in archery in last 12 months	134	1.7%	62
Participated in backpacking in last 12 months	182	2.3%	75
Participated in baseball in last 12 months	331	4.2%	90
Participated in basketball in last 12 months	604	7.6%	92
Participated in bicycling (mountain) in last 12 months	245	3.1%	79
Participated in bicycling (road) in last 12 months	648	8.1%	82
Participated in boating (power) in last 12 months	229	2.9%	54
Participated in bowling in last 12 months	614	7.7%	82
Participated in canoeing/kayaking in last 12 months	255	3.2%	57
Participated in fishing (fresh water) in last 12 months	500	6.3%	51
Participated in fishing (salt water) in last 12 months	245	3.1%	78
Participated in football in last 12 months	301	3.8%	80
Participated in Frisbee in last 12 months	247	3.1%	72
Participated in golf in last 12 months	405	5.1%	56
Participated in hiking in last 12 months	631	7.9%	80
Participated in horseback riding in last 12 months	173	2.2%	88
Participated in hunting with rifle in last 12 months	196	2.5%	54
Participated in hunting with shotgun in last 12 months	155	1.9%	50
Participated in ice skating in last 12 months	144	1.8%	74
Participated in jogging/running in last 12 months	868	10.9%	83
Participated in motorcycling in last 12 months	130	1.6%	56
Participated in Pilates in last 12 months	165	2.1%	75
Participated in skiing (downhill) in last 12 months	119	1.5%	55
Participated in soccer in last 12 months	400	5.0%	132
Participated in softball in last 12 months	207	2.6%	76
Participated in swimming in last 12 months	888	11.2%	72
Participated in target shooting in last 12 months	261	3.3%	69
Participated in tennis in last 12 months	257	3.2%	81
Participated in volleyball in last 12 months	213	2.7%	82
Participated in walking for exercise in last 12 months	1,390	17.5%	65
Participated in weight lifting in last 12 months	583	7.3%	74
Participated in yoga in last 12 months	462	5.8%	82
Spent on sports/rec equip in last 12 months: \$1-99	420	5.3%	92
Spent on sports/rec equip in last 12 months: \$100-\$249	434	5.5%	89
Spent on sports/rec equip in last 12 months: \$250+	364	4.6%	63
Attend sports events	1,165	14.6%	64
Attend sports events: baseball game - MLB reg seas	527	6.6%	72
Attend sports events: basketball game (college)	155	1.9%	68
Attend sports events: basketball game-NBA reg seas	322	4.0%	137
Attend sports events: football game (college)	225	2.8%	50
Attend sports events: football game-NFL Mon/Thurs	204	2.6%	94
Attend sports events: football game - NFL weekend	314	3.9%	85
Attend sports events: high school sports	168	2.1%	44

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	856	10.7%	72
Listen to baseball (MLB reg season) on radio often	158	2.0%	90
Listen to football (NFL wknd games) on radio often	144	1.8%	91
Watch sports on TV	3,949	49.6%	80
Watch on TV: alpine skiing/ski jumping	415	5.2%	90
Watch on TV: auto racing (NASCAR)	695	8.7%	63
Watch on TV: auto racing (not NASCAR)	376	4.7%	80
Watch on TV: baseball (MLB regular season)	1,201	15.1%	67
Watch on TV: baseball (MLB playoffs/World Series)	1,323	16.6%	75
Watch on TV: basketball (college)	693	8.7%	58
Watch on TV: basketball (NCAA tournament)	678	8.5%	57
Watch on TV: basketball (NBA regular season)	1,295	16.3%	93
Watch on TV: basketball (NBA playoffs/finals)	1,295	16.3%	84
Watch on TV: basketball (WNBA)	315	4.0%	89
Watch on TV: bicycle racing	258	3.2%	104
Watch on TV: bowling	239	3.0%	94
Watch on TV: boxing	990	12.4%	155
Watch on TV: bull riding (pro)	236	3.0%	58
Watch on TV: Equestrian events	195	2.4%	73
Watch on TV: extreme sports (summer)	403	5.1%	85
Watch on TV: extreme sports (winter)	398	5.0%	77
Watch on TV: figure skating	533	6.7%	67
Watch on TV: fishing	339	4.3%	64
Watch on TV: football (college)	1,148	14.4%	56
Watch on TV: football (NFL Mon/Thurs night games)	1,897	23.8%	70
Watch on TV: football (NFL weekend games)	2,015	25.3%	70
Watch on TV: football (NFL playoffs/Super Bowl)	2,072	26.0%	70
Watch on TV: golf (PGA)	662	8.3%	58
Watch on TV: golf (LPGA)	235	3.0%	62
Watch on TV: gymnastics	544	6.8%	83
Watch on TV: horse racing (at track or OTB)	147	1.8%	65
Watch on TV: ice hockey (NHL regular season)	589	7.4%	80
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	610	7.7%	81
Watch on TV: marathon/road running/triathlon	172	2.2%	85
Watch on TV: mixed martial arts (MMA)	403	5.1%	100
Watch on TV: motorcycle racing	260	3.3%	73
Watch on TV: Olympics (summer)	1,328	16.7%	62
Watch on TV: Olympics (winter)	1,244	15.6%	60
Watch on TV: poker	356	4.5%	80
Watch on TV: rodeo	226	2.8%	61
Watch on TV: soccer (MLS)	526	6.6%	123
Watch on TV: soccer (World Cup)	848	10.6%	121
Watch on TV: tennis (men`s)	473	5.9%	71
Watch on TV: tennis (women`s)	579	7.3%	88
Watch on TV: track & field	326	4.1%	72
Watch on TV: truck and tractor pull/mud racing	177	2.2%	75
Watch on TV: volleyball (pro beach)	246	3.1%	69
Watch on TV: wrestling (WWE)	266	3.3%	105
Interest in sports: college basketball Super Fan	351	4.4%	117
Interest in sports: college football Super Fan	407	5.1%	78
Interest in sports: golf Super Fan	170	2.1%	104
Interest in sports: high school sports Super Fan	323	4.1%	130
Interest in sports: MLB Super Fan	585	7.3%	133
Interest in sports: NASCAR Super Fan	352	4.4%	131
Interest in sports: NBA Super Fan	596	7.5%	126
Interest in sports: NFL Super Fan	1,069	13.4%	98
Interest in sports: NHL Super Fan	389	4.9%	139

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	435	5.5%	46
Member of charitable organization	239	3.0%	70
Member of church board	162	2.0%	66
Member of fraternal order	121	1.5%	58
Member of religious club	219	2.8%	73
Member of union	227	2.9%	77
Member of veterans club	87	1.1%	49
Attended adult education course in last 12 months	482	6.1%	89
Went to art gallery in last 12 months	524	6.6%	88
Attended auto show in last 12 months	628	7.9%	103
Did baking in last 12 months	1,173	14.7%	68
Went to bar/night club in last 12 months	1,010	12.7%	76
Went to beach in last 12 months	1,582	19.9%	80
Played billiards/pool in last 12 months	630	7.9%	102
Played bingo in last 12 months	230	2.9%	72
Did birdwatching in last 12 months	169	2.1%	49
Played board game in last 12 months	672	8.4%	66
Read book in last 12 months	1,891	23.7%	70
Participated in book club in last 12 months	172	2.2%	77
Went on overnight camping trip in last 12 months	603	7.6%	63
Played cards in last 12 months	775	9.7%	63
Played chess in last 12 months	259	3.3%	100
Played computer game (offline w/software)/12 months	434	5.5%	82
Played computer game (online w/software)/12 months	426	5.3%	78
Played computer game (online w/o software)/12 months	524	6.6%	73
Cooked for fun in last 12 months	1,634	20.5%	90
Did crossword puzzle in last 12 months	609	7.6%	71
Danced/went dancing in last 12 months	636	8.0%	100
Attended dance performance in last 12 months	354	4.4%	99
Dined out in last 12 months	2,391	30.0%	67
Participated in fantasy sports league last 12 months	246	3.1%	74
Did furniture refinishing in last 12 months	182	2.3%	68
Gambled at casino in last 12 months	1,055	13.2%	97
Gambled in Atlantic City in last 12 months	193	2.4%	106
Gambled in Las Vegas in last 12 months	423	5.3%	135
Participate in indoor gardening/plant care	549	6.9%	74
Attended horse races in last 12 months	180	2.3%	87
Participated in karaoke in last 12 months	310	3.9%	113
Bought lottery ticket in last 12 months	2,301	28.9%	77
Played lottery 6+ times in last 30 days	860	10.8%	91
Bought lottery ticket in last 12 months: Daily Drawing	375	4.7%	124
Bought lottery ticket in last 12 months: Instant Game	1,123	14.1%	78
Bought lottery ticket in last 12 months: Mega Millions	1,077	13.5%	76
Bought lottery ticket in last 12 months: Powerball	1,215	15.3%	71
Attended a movie in last 6 months	4,225	53.1%	89
Attended movie in last 90 days: once/week or more	325	4.1%	169
Attended movie in last 90 days: 2-3 times a month	555	7.0%	119
Attended movie in last 90 days: once a month	825	10.4%	102
Attended movie in last 90 days: < once a month	2,291	28.8%	81
Movie genre seen at theater/6 months: action	2,035	25.6%	99

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	2,212	27.8%	99
Movie genre seen at theater/6 months: comedy	2,029	25.5%	98
Movie genre seen at theater/6 months: crime	1,331	16.7%	94
Movie genre seen at theater/6 months: drama	1,945	24.4%	89
Movie genre seen at theater/6 months: family	856	10.7%	97
Movie genre seen at theater/6 months: fantasy	1,409	17.7%	97
Movie genre seen at theater/6 months: horror	700	8.8%	109
Movie genre seen at theater/6 months: romance	715	9.0%	76
Movie genre seen at theater/6 months: science fiction	1,158	14.5%	102
Movie genre seen at theater/6 months: thriller	1,220	15.3%	93
Went to museum in last 12 months	743	9.3%	76
Attended classical music/opera performance/12 months	274	3.4%	82
Attended country music performance in last 12 months	225	2.8%	50
Attended rock music performance in last 12 months	637	8.0%	84
Played musical instrument in last 12 months	421	5.3%	81
Did painting/drawing in last 12 months	429	5.4%	88
Did photo album/scrapbooking in last 12 months	339	4.3%	76
Did photography in last 12 months	620	7.8%	77
Did Sudoku puzzle in last 12 months	549	6.9%	69
Went to live theater in last 12 months	787	9.9%	76
Visited a theme park in last 12 months	1,291	16.2%	92
Visited a theme park 5+ times in last 12 months	299	3.8%	99
Participated in trivia games in last 12 months	380	4.8%	93
Played video/electronic game (console) last 12 months	832	10.4%	100
Played video/electronic game (portable) last 12 months	381	4.8%	105
Visited an indoor water park in last 12 months	254	3.2%	107
Did woodworking in last 12 months	246	3.1%	69
Participated in word games in last 12 months	533	6.7%	62
Went to zoo in last 12 months	670	8.4%	75
Purchased DVDs in last 30 days: 1	241	3.0%	89
Purchased DVDs in last 30 days: 2	209	2.6%	100
Purchased DVDs in last 30 days: 3+	447	5.6%	108
Purchased DVD/Blu-ray disc online in last 12 months	404	5.1%	79
Rented DVDs in last 30 days: 1	323	4.1%	107
Rented DVDs in last 30 days: 2	299	3.8%	85
Rented DVDs in last 30 days: 3+	1,009	12.7%	90
Rented movie/oth video/30 days: action/adventure	1,845	23.2%	94
Rented movie/oth video/30 days: classics	508	6.4%	92
Rented movie/oth video/30 days: comedy	1,903	23.9%	99
Rented movie/oth video/30 days: drama	1,151	14.5%	90
Rented movie/oth video/30 days: family/children	929	11.7%	109
Rented movie/oth video/30 days: foreign	261	3.3%	118
Rented movie/oth video/30 days: horror	1,155	14.5%	164
Rented movie/oth video/30 days: musical	243	3.1%	103
Rented movie/oth video/30 days: news/documentary	301	3.8%	105
Rented movie/oth video/30 days: romance	668	8.4%	90
Rented movie/oth video/30 days: science fiction	680	8.5%	111
Rented movie/oth video/30 days: TV show	638	8.0%	99
Rented movie/oth video/30 days: western	165	2.1%	71

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	272	3.4%	84
Rented DVD/Blu-ray/30 days: from netflix.com	1,049	13.2%	114
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,533	19.3%	102
HH owns ATV/UTV	83	2.4%	49
Bought any children`s toy/game in last 12 months	2,676	33.6%	104
Spent on toys/games for child last 12 months: <\$50	610	7.7%	130
Spent on toys/games for child last 12 months: \$50-99	239	3.0%	111
Spent on toys/games for child last 12 months: \$100-199	482	6.1%	95
Spent on toys/games for child last 12 months: \$200-499	686	8.6%	94
Spent on toys/games for child last 12 months: \$500+	289	3.6%	77
Bought any toys/games online in last 12 months	474	6.0%	84
Bought infant toy in last 12 months	568	7.1%	107
Bought pre-school toy in last 12 months	478	6.0%	88
Bought for child last 12 months: boy action figure	425	5.3%	73
Bought for child last 12 months: girl action figure	226	2.8%	93
Bought for child last 12 months: action game	208	2.6%	103
Bought for child last 12 months: bicycle	692	8.7%	130
Bought for child last 12 months: board game	681	8.6%	87
Bought for child last 12 months: builder set	266	3.3%	78
Bought for child last 12 months: car	633	7.9%	88
Bought for child last 12 months: construction toy	301	3.8%	78
Bought for child last 12 months: fashion doll	434	5.5%	119
Bought for child last 12 months: large/baby doll	630	7.9%	119
Bought for child last 12 months: doll accessories	237	3.0%	82
Bought for child last 12 months: doll clothing	264	3.3%	88
Bought for child last 12 months: educational toy	893	11.2%	98
Bought for child last 12 months: electronic doll/animal	216	2.7%	106
Bought for child last 12 months: electronic game	636	8.0%	102
Bought for child last 12 months: mechanical toy	342	4.3%	123
Bought for child last 12 months: model kit/set	127	1.6%	65
Bought for child last 12 months: plush doll/animal	519	6.5%	89
Bought for child last 12 months: sound game	167	2.1%	106
Bought for child last 12 months: water toy	795	10.0%	109
Bought for child last 12 months: word game	278	3.5%	117

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 5 minute 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	817	10.3%	78
Bought hardcover book in last 12 months	1,247	15.7%	75
Bought paperback book in last 12 months	1,902	23.9%	76
Bought 1-3 books in last 12 months	1,356	17.0%	87
Bought 4-6 books in last 12 months	778	9.8%	92
Bought 7+ books in last 12 months	849	10.7%	62
Bought book (fiction) in last 12 months	1,565	19.7%	72
Bought book (non-fiction) in last 12 months	1,315	16.5%	72
Bought biography in last 12 months	520	6.5%	89
Bought children`s book in last 12 months	613	7.7%	85
Bought cookbook in last 12 months	544	6.8%	83
Bought history book in last 12 months	553	6.9%	88
Bought mystery book in last 12 months	680	8.5%	77
Bought novel in last 12 months	827	10.4%	67
Bought religious book (not bible) in last 12 mo	414	5.2%	79
Bought romance book in last 12 months	384	4.8%	64
Bought science fiction book in last 12 months	447	5.6%	102
Bought personal/business self-help book last 12 months	399	5.0%	87
Bought travel book in last 12 months	131	1.6%	78
Bought book online in last 12 months	996	12.5%	65
Bought book last 12 months: amazon.com	892	11.2%	64
Bought book last 12 months: barnes&noble.com	187	2.3%	78
Bought book last 12 months: Barnes & Noble book store	853	10.7%	73
Bought book last 12 months: other book store (not B&N)	676	8.5%	74
Bought book last 12 months: mail order	163	2.0%	90
Listened to/purchased audiobook in last 6 months	281	3.5%	81

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021
Population		82,610	88,932
Population 18+		59,729	64,410
Households		28,835	30,836
Median Household Income		\$46,055	\$52,283
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
		Percent	
Participated in aerobics in last 12 months		5,236	103
Participated in archery in last 12 months		1,168	72
Participated in backpacking in last 12 months		1,543	84
Participated in baseball in last 12 months		3,186	116
Participated in basketball in last 12 months		5,666	115
Participated in bicycling (mountain) in last 12 months		1,968	85
Participated in bicycling (road) in last 12 months		5,135	86
Participated in boating (power) in last 12 months		1,906	60
Participated in bowling in last 12 months		5,378	95
Participated in canoeing/kayaking in last 12 months		2,223	67
Participated in fishing (fresh water) in last 12 months		4,716	64
Participated in fishing (salt water) in last 12 months		1,946	82
Participated in football in last 12 months		2,614	93
Participated in Frisbee in last 12 months		2,406	94
Participated in golf in last 12 months		4,217	77
Participated in hiking in last 12 months		5,593	94
Participated in horseback riding in last 12 months		1,193	81
Participated in hunting with rifle in last 12 months		1,458	54
Participated in hunting with shotgun in last 12 months		1,242	53
Participated in ice skating in last 12 months		1,188	81
Participated in jogging/running in last 12 months		7,861	100
Participated in motorcycling in last 12 months		1,095	63
Participated in Pilates in last 12 months		1,623	99
Participated in skiing (downhill) in last 12 months		1,062	66
Participated in soccer in last 12 months		3,090	136
Participated in softball in last 12 months		1,997	98
Participated in swimming in last 12 months		8,012	87
Participated in target shooting in last 12 months		2,501	88
Participated in tennis in last 12 months		2,508	106
Participated in volleyball in last 12 months		2,120	109
Participated in walking for exercise in last 12 months		12,796	80
Participated in weight lifting in last 12 months		5,257	89
Participated in yoga in last 12 months		3,920	93
Spent on sports/rec equip in last 12 months: \$1-99		3,258	95
Spent on sports/rec equip in last 12 months: \$100-\$249		3,317	90
Spent on sports/rec equip in last 12 months: \$250+		3,256	75
Attend sports events		11,264	82
Attend sports events: baseball game - MLB reg seas		4,560	83
Attend sports events: basketball game (college)		1,403	82
Attend sports events: basketball game-NBA reg seas		2,218	126
Attend sports events: football game (college)		2,298	67
Attend sports events: football game-NFL Mon/Thurs		1,546	95
Attend sports events: football game - NFL weekend		2,464	89
Attend sports events: high school sports		1,528	54

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,311	12.2%	82
Listen to baseball (MLB reg season) on radio often	1,166	2.0%	88
Listen to football (NFL wknd games) on radio often	1,095	1.8%	93
Watch sports on TV	32,614	54.6%	88
Watch on TV: alpine skiing/ski jumping	3,025	5.1%	87
Watch on TV: auto racing (NASCAR)	5,987	10.0%	73
Watch on TV: auto racing (not NASCAR)	3,300	5.5%	94
Watch on TV: baseball (MLB regular season)	10,876	18.2%	81
Watch on TV: baseball (MLB playoffs/World Series)	11,148	18.7%	85
Watch on TV: basketball (college)	7,453	12.5%	84
Watch on TV: basketball (NCAA tournament)	7,106	11.9%	79
Watch on TV: basketball (NBA regular season)	11,221	18.8%	107
Watch on TV: basketball (NBA playoffs/finals)	11,432	19.1%	99
Watch on TV: basketball (WNBA)	2,562	4.3%	96
Watch on TV: bicycle racing	1,851	3.1%	99
Watch on TV: bowling	1,971	3.3%	103
Watch on TV: boxing	6,490	10.9%	135
Watch on TV: bull riding (pro)	2,107	3.5%	69
Watch on TV: Equestrian events	1,570	2.6%	78
Watch on TV: extreme sports (summer)	3,416	5.7%	96
Watch on TV: extreme sports (winter)	3,467	5.8%	89
Watch on TV: figure skating	4,422	7.4%	74
Watch on TV: fishing	2,801	4.7%	71
Watch on TV: football (college)	12,088	20.2%	79
Watch on TV: football (NFL Mon/Thurs night games)	17,489	29.3%	86
Watch on TV: football (NFL weekend games)	18,260	30.6%	85
Watch on TV: football (NFL playoffs/Super Bowl)	18,553	31.1%	84
Watch on TV: golf (PGA)	6,136	10.3%	72
Watch on TV: golf (LPGA)	1,880	3.1%	67
Watch on TV: gymnastics	3,869	6.5%	78
Watch on TV: horse racing (at track or OTB)	1,227	2.1%	73
Watch on TV: ice hockey (NHL regular season)	4,915	8.2%	88
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	5,233	8.8%	93
Watch on TV: marathon/road running/triathlon	1,439	2.4%	95
Watch on TV: mixed martial arts (MMA)	3,137	5.3%	104
Watch on TV: motorcycle racing	2,491	4.2%	94
Watch on TV: Olympics (summer)	12,345	20.7%	76
Watch on TV: Olympics (winter)	11,645	19.5%	75
Watch on TV: poker	2,891	4.8%	87
Watch on TV: rodeo	1,857	3.1%	66
Watch on TV: soccer (MLS)	3,532	5.9%	110
Watch on TV: soccer (World Cup)	6,113	10.2%	116
Watch on TV: tennis (men `s)	4,312	7.2%	86
Watch on TV: tennis (women `s)	4,550	7.6%	92
Watch on TV: track & field	3,095	5.2%	91
Watch on TV: truck and tractor pull/mud racing	1,406	2.4%	79
Watch on TV: volleyball (pro beach)	2,363	4.0%	88
Watch on TV: wrestling (WWE)	1,880	3.1%	99
Interest in sports: college basketball Super Fan	2,538	4.2%	113
Interest in sports: college football Super Fan	3,911	6.5%	99
Interest in sports: golf Super Fan	1,222	2.0%	99
Interest in sports: high school sports Super Fan	2,017	3.4%	108
Interest in sports: MLB Super Fan	3,824	6.4%	116
Interest in sports: NASCAR Super Fan	2,143	3.6%	106
Interest in sports: NBA Super Fan	4,434	7.4%	125
Interest in sports: NFL Super Fan	8,685	14.5%	107
Interest in sports: NHL Super Fan	2,389	4.0%	114

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	4,468	7.5%	64
Member of charitable organization	2,116	3.5%	83
Member of church board	1,469	2.5%	80
Member of fraternal order	952	1.6%	61
Member of religious club	1,950	3.3%	87
Member of union	1,749	2.9%	79
Member of veterans club	733	1.2%	55
Attended adult education course in last 12 months	4,005	6.7%	99
Went to art gallery in last 12 months	4,176	7.0%	94
Attended auto show in last 12 months	4,428	7.4%	97
Did baking in last 12 months	10,491	17.6%	81
Went to bar/night club in last 12 months	9,774	16.4%	98
Went to beach in last 12 months	13,669	22.9%	92
Played billiards/pool in last 12 months	4,990	8.4%	108
Played bingo in last 12 months	2,248	3.8%	93
Did birdwatching in last 12 months	1,563	2.6%	60
Played board game in last 12 months	6,092	10.2%	80
Read book in last 12 months	16,900	28.3%	83
Participated in book club in last 12 months	1,516	2.5%	90
Went on overnight camping trip in last 12 months	5,618	9.4%	79
Played cards in last 12 months	7,388	12.4%	80
Played chess in last 12 months	2,032	3.4%	105
Played computer game (offline w/software)/12 months	3,860	6.5%	98
Played computer game (online w/software)/12 months	3,597	6.0%	88
Played computer game (online w/o software)/12 months	4,850	8.1%	90
Cooked for fun in last 12 months	13,362	22.4%	98
Did crossword puzzle in last 12 months	5,184	8.7%	81
Danced/went dancing in last 12 months	5,288	8.9%	111
Attended dance performance in last 12 months	2,638	4.4%	99
Dined out in last 12 months	22,525	37.7%	84
Participated in fantasy sports league last 12 months	2,129	3.6%	86
Did furniture refinishing in last 12 months	1,693	2.8%	85
Gambled at casino in last 12 months	8,105	13.6%	99
Gambled in Atlantic City in last 12 months	1,433	2.4%	105
Gambled in Las Vegas in last 12 months	2,711	4.5%	115
Participate in indoor gardening/plant care	4,365	7.3%	79
Attended horse races in last 12 months	1,593	2.7%	103
Participated in karaoke in last 12 months	2,438	4.1%	118
Bought lottery ticket in last 12 months	18,814	31.5%	84
Played lottery 6+ times in last 30 days	6,459	10.8%	91
Bought lottery ticket in last 12 months: Daily Drawing	2,614	4.4%	115
Bought lottery ticket in last 12 months: Instant Game	8,649	14.5%	80
Bought lottery ticket in last 12 months: Mega Millions	9,577	16.0%	90
Bought lottery ticket in last 12 months: Powerball	10,447	17.5%	82
Attended a movie in last 6 months	34,793	58.3%	98
Attended movie in last 90 days: once/week or more	1,923	3.2%	133
Attended movie in last 90 days: 2-3 times a month	4,056	6.8%	116
Attended movie in last 90 days: once a month	6,719	11.2%	111
Attended movie in last 90 days: < once a month	19,605	32.8%	93
Movie genre seen at theater/6 months: action	16,091	26.9%	104

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	17,185	28.8%	102
Movie genre seen at theater/6 months: comedy	16,149	27.0%	104
Movie genre seen at theater/6 months: crime	10,890	18.2%	103
Movie genre seen at theater/6 months: drama	15,915	26.6%	97
Movie genre seen at theater/6 months: family	6,482	10.9%	98
Movie genre seen at theater/6 months: fantasy	11,092	18.6%	102
Movie genre seen at theater/6 months: horror	5,764	9.7%	120
Movie genre seen at theater/6 months: romance	6,274	10.5%	89
Movie genre seen at theater/6 months: science fiction	9,181	15.4%	108
Movie genre seen at theater/6 months: thriller	9,733	16.3%	99
Went to museum in last 12 months	6,042	10.1%	82
Attended classical music/opera performance/12 months	2,108	3.5%	84
Attended country music performance in last 12 months	2,084	3.5%	62
Attended rock music performance in last 12 months	5,180	8.7%	91
Played musical instrument in last 12 months	3,819	6.4%	98
Did painting/drawing in last 12 months	4,042	6.8%	111
Did photo album/scrapbooking in last 12 months	3,113	5.2%	92
Did photography in last 12 months	5,426	9.1%	90
Did Sudoku puzzle in last 12 months	4,672	7.8%	78
Went to live theater in last 12 months	7,044	11.8%	91
Visited a theme park in last 12 months	10,378	17.4%	99
Visited a theme park 5+ times in last 12 months	2,082	3.5%	92
Participated in trivia games in last 12 months	2,931	4.9%	95
Played video/electronic game (console) last 12 months	6,848	11.5%	110
Played video/electronic game (portable) last 12 months	3,082	5.2%	113
Visited an indoor water park in last 12 months	1,815	3.0%	102
Did woodworking in last 12 months	2,001	3.4%	75
Participated in word games in last 12 months	4,959	8.3%	77
Went to zoo in last 12 months	6,138	10.3%	92
Purchased DVDs in last 30 days: 1	1,720	2.9%	85
Purchased DVDs in last 30 days: 2	1,468	2.5%	94
Purchased DVDs in last 30 days: 3+	3,384	5.7%	109
Purchased DVD/Blu-ray disc online in last 12 months	3,802	6.4%	99
Rented DVDs in last 30 days: 1	2,225	3.7%	98
Rented DVDs in last 30 days: 2	2,387	4.0%	91
Rented DVDs in last 30 days: 3+	8,225	13.8%	98
Rented movie/oth video/30 days: action/adventure	15,131	25.3%	103
Rented movie/oth video/30 days: classics	4,097	6.9%	99
Rented movie/oth video/30 days: comedy	15,062	25.2%	104
Rented movie/oth video/30 days: drama	9,201	15.4%	96
Rented movie/oth video/30 days: family/children	6,640	11.1%	104
Rented movie/oth video/30 days: foreign	1,996	3.3%	121
Rented movie/oth video/30 days: horror	7,165	12.0%	136
Rented movie/oth video/30 days: musical	1,920	3.2%	108
Rented movie/oth video/30 days: news/documentary	2,109	3.5%	98
Rented movie/oth video/30 days: romance	5,668	9.5%	101
Rented movie/oth video/30 days: science fiction	4,942	8.3%	107
Rented movie/oth video/30 days: TV show	5,241	8.8%	109
Rented movie/oth video/30 days: western	1,254	2.1%	72

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,270	3.8%	94
Rented DVD/Blu-ray/30 days: from netflix.com	7,220	12.1%	105
Rented/purch DVD/Blu-ray/30 days: from Redbox	12,184	20.4%	108
HH owns ATV/UTV	702	2.4%	49
Bought any children`s toy/game in last 12 months	19,649	32.9%	102
Spent on toys/games for child last 12 months: <\$50	3,975	6.7%	113
Spent on toys/games for child last 12 months: \$50-99	1,565	2.6%	97
Spent on toys/games for child last 12 months: \$100-199	3,703	6.2%	98
Spent on toys/games for child last 12 months: \$200-499	5,216	8.7%	95
Spent on toys/games for child last 12 months: \$500+	2,484	4.2%	88
Bought any toys/games online in last 12 months	3,940	6.6%	93
Bought infant toy in last 12 months	4,333	7.3%	109
Bought pre-school toy in last 12 months	3,682	6.2%	90
Bought for child last 12 months: boy action figure	3,673	6.1%	85
Bought for child last 12 months: girl action figure	1,950	3.3%	107
Bought for child last 12 months: action game	1,548	2.6%	102
Bought for child last 12 months: bicycle	4,716	7.9%	118
Bought for child last 12 months: board game	5,471	9.2%	93
Bought for child last 12 months: builder set	2,302	3.9%	90
Bought for child last 12 months: car	5,376	9.0%	99
Bought for child last 12 months: construction toy	2,298	3.8%	80
Bought for child last 12 months: fashion doll	2,874	4.8%	105
Bought for child last 12 months: large/baby doll	4,291	7.2%	108
Bought for child last 12 months: doll accessories	2,098	3.5%	96
Bought for child last 12 months: doll clothing	2,086	3.5%	93
Bought for child last 12 months: educational toy	6,828	11.4%	100
Bought for child last 12 months: electronic doll/animal	1,506	2.5%	98
Bought for child last 12 months: electronic game	4,762	8.0%	102
Bought for child last 12 months: mechanical toy	2,317	3.9%	111
Bought for child last 12 months: model kit/set	1,106	1.9%	75
Bought for child last 12 months: plush doll/animal	4,127	6.9%	94
Bought for child last 12 months: sound game	1,584	2.7%	134
Bought for child last 12 months: water toy	5,808	9.7%	107
Bought for child last 12 months: word game	2,000	3.3%	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.

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.



Sports and Leisure Market Potential

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 10 minute 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	6,982	11.7%	88
Bought hardcover book in last 12 months	11,159	18.7%	89
Bought paperback book in last 12 months	16,550	27.7%	88
Bought 1-3 books in last 12 months	10,988	18.4%	94
Bought 4-6 books in last 12 months	6,248	10.5%	99
Bought 7+ books in last 12 months	7,727	12.9%	76
Bought book (fiction) in last 12 months	13,628	22.8%	83
Bought book (non-fiction) in last 12 months	11,684	19.6%	85
Bought biography in last 12 months	3,976	6.7%	90
Bought children`s book in last 12 months	4,769	8.0%	88
Bought cookbook in last 12 months	4,425	7.4%	90
Bought history book in last 12 months	4,429	7.4%	94
Bought mystery book in last 12 months	5,536	9.3%	83
Bought novel in last 12 months	7,348	12.3%	79
Bought religious book (not bible) in last 12 mo	3,667	6.1%	93
Bought romance book in last 12 months	3,687	6.2%	82
Bought science fiction book in last 12 months	3,544	5.9%	108
Bought personal/business self-help book last 12 months	3,548	5.9%	103
Bought travel book in last 12 months	1,206	2.0%	96
Bought book online in last 12 months	9,272	15.5%	80
Bought book last 12 months: amazon.com	8,542	14.3%	82
Bought book last 12 months: barnes&noble.com	1,500	2.5%	83
Bought book last 12 months: Barnes & Noble book store	7,617	12.8%	87
Bought book last 12 months: other book store (not B&N)	5,714	9.6%	84
Bought book last 12 months: mail order	1,207	2.0%	89
Listened to/purchased audiobook in last 6 months	2,528	4.2%	97

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.