



# Sports and Leisure Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>	
Population		2,476	2,694	
Population 18+		1,911	2,082	
Households		972	1,055	
Median Household Income		\$61,875	\$73,552	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months		162	8.5%	100
Participated in archery in last 12 months		75	3.9%	145
Participated in backpacking in last 12 months		72	3.8%	123
Participated in baseball in last 12 months		97	5.1%	110
Participated in basketball in last 12 months		164	8.6%	104
Participated in bicycling (mountain) in last 12 months		70	3.7%	94
Participated in bicycling (road) in last 12 months		211	11.0%	111
Participated in boating (power) in last 12 months		132	6.9%	130
Participated in bowling in last 12 months		175	9.2%	97
Participated in canoeing/kayaking in last 12 months		163	8.5%	153
Participated in fishing (fresh water) in last 12 months		318	16.6%	135
Participated in fishing (salt water) in last 12 months		70	3.7%	93
Participated in football in last 12 months		84	4.4%	94
Participated in Frisbee in last 12 months		76	4.0%	93
Participated in golf in last 12 months		250	13.1%	143
Participated in hiking in last 12 months		216	11.3%	114
Participated in horseback riding in last 12 months		47	2.5%	100
Participated in hunting with rifle in last 12 months		143	7.5%	165
Participated in hunting with shotgun in last 12 months		115	6.0%	154
Participated in ice skating in last 12 months		50	2.6%	107
Participated in jogging/running in last 12 months		244	12.8%	97
Participated in motorcycling in last 12 months		67	3.5%	120
Participated in Pilates in last 12 months		53	2.8%	101
Participated in skiing (downhill) in last 12 months		57	3.0%	110
Participated in soccer in last 12 months		61	3.2%	84
Participated in softball in last 12 months		58	3.0%	89
Participated in swimming in last 12 months		346	18.1%	117
Participated in target shooting in last 12 months		138	7.2%	152
Participated in tennis in last 12 months		79	4.1%	104
Participated in volleyball in last 12 months		51	2.7%	82
Participated in walking for exercise in last 12 months		577	30.2%	113
Participated in weight lifting in last 12 months		189	9.9%	100
Participated in yoga in last 12 months		107	5.6%	79
Spent on sports/rec equip in last 12 months: \$1-99		117	6.1%	106
Spent on sports/rec equip in last 12 months: \$100-\$249		112	5.9%	95
Spent on sports/rec equip in last 12 months: \$250+		206	10.8%	148
Attend sports events		546	28.6%	125
Attend sports events: baseball game - MLB reg seas		232	12.1%	132
Attend sports events: basketball game (college)		64	3.3%	116
Attend sports events: basketball game-NBA reg seas		36	1.9%	64
Attend sports events: football game (college)		141	7.4%	129
Attend sports events: football game-NFL Mon/Thurs		53	2.8%	102
Attend sports events: football game - NFL weekend		110	5.8%	124
Attend sports events: high school sports		126	6.6%	138

**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	338	17.7%	118
Listen to baseball (MLB reg season) on radio often	68	3.6%	161
Listen to football (NFL wknd games) on radio often	38	2.0%	100
Watch sports on TV	1,316	68.9%	112
Watch on TV: alpine skiing/ski jumping	125	6.5%	112
Watch on TV: auto racing (NASCAR)	376	19.7%	143
Watch on TV: auto racing (not NASCAR)	119	6.2%	105
Watch on TV: baseball (MLB regular season)	534	27.9%	124
Watch on TV: baseball (MLB playoffs/World Series)	507	26.5%	120
Watch on TV: basketball (college)	332	17.4%	116
Watch on TV: basketball (NCAA tournament)	340	17.8%	119
Watch on TV: basketball (NBA regular season)	311	16.3%	93
Watch on TV: basketball (NBA playoffs/finals)	354	18.5%	96
Watch on TV: basketball (WNBA)	70	3.7%	82
Watch on TV: bicycle racing	49	2.6%	82
Watch on TV: bowling	66	3.5%	108
Watch on TV: boxing	116	6.1%	75
Watch on TV: bull riding (pro)	136	7.1%	139
Watch on TV: Equestrian events	65	3.4%	101
Watch on TV: extreme sports (summer)	101	5.3%	88
Watch on TV: extreme sports (winter)	117	6.1%	94
Watch on TV: figure skating	232	12.1%	121
Watch on TV: fishing	166	8.7%	131
Watch on TV: football (college)	621	32.5%	126
Watch on TV: football (NFL Mon/Thurs night games)	742	38.8%	115
Watch on TV: football (NFL weekend games)	813	42.5%	118
Watch on TV: football (NFL playoffs/Super Bowl)	800	41.9%	113
Watch on TV: golf (PGA)	367	19.2%	135
Watch on TV: golf (LPGA)	125	6.5%	138
Watch on TV: gymnastics	155	8.1%	98
Watch on TV: horse racing (at track or OTB)	61	3.2%	113
Watch on TV: ice hockey (NHL regular season)	224	11.7%	126
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	218	11.4%	121
Watch on TV: marathon/road running/triathlon	40	2.1%	82
Watch on TV: mixed martial arts (MMA)	84	4.4%	87
Watch on TV: motorcycle racing	101	5.3%	119
Watch on TV: Olympics (summer)	614	32.1%	119
Watch on TV: Olympics (winter)	610	31.9%	123
Watch on TV: poker	108	5.7%	101
Watch on TV: rodeo	113	5.9%	126
Watch on TV: soccer (MLS)	100	5.2%	98
Watch on TV: soccer (World Cup)	147	7.7%	87
Watch on TV: tennis (men`s)	160	8.4%	100
Watch on TV: tennis (women`s)	141	7.4%	89
Watch on TV: track & field	106	5.5%	98
Watch on TV: truck and tractor pull/mud racing	72	3.8%	127
Watch on TV: volleyball (pro beach)	107	5.6%	125
Watch on TV: wrestling (WWE)	55	2.9%	90
Interest in sports: college basketball Super Fan	64	3.3%	89
Interest in sports: college football Super Fan	122	6.4%	97
Interest in sports: golf Super Fan	51	2.7%	130
Interest in sports: high school sports Super Fan	64	3.3%	107
Interest in sports: MLB Super Fan	104	5.4%	99
Interest in sports: NASCAR Super Fan	64	3.3%	99
Interest in sports: NBA Super Fan	62	3.2%	55
Interest in sports: NFL Super Fan	245	12.8%	94
Interest in sports: NHL Super Fan	46	2.4%	69

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	283	14.8%	126
Member of charitable organization	85	4.4%	104
Member of church board	70	3.7%	119
Member of fraternal order	65	3.4%	130
Member of religious club	70	3.7%	97
Member of union	83	4.3%	117
Member of veterans club	67	3.5%	156
Attended adult education course in last 12 months	131	6.9%	101
Went to art gallery in last 12 months	118	6.2%	83
Attended auto show in last 12 months	172	9.0%	117
Did baking in last 12 months	477	25.0%	116
Went to bar/night club in last 12 months	309	16.2%	97
Went to beach in last 12 months	500	26.2%	105
Played billiards/pool in last 12 months	150	7.8%	101
Played bingo in last 12 months	84	4.4%	109
Did birdwatching in last 12 months	118	6.2%	142
Played board game in last 12 months	275	14.4%	113
Read book in last 12 months	737	38.6%	113
Participated in book club in last 12 months	41	2.1%	76
Went on overnight camping trip in last 12 months	314	16.4%	138
Played cards in last 12 months	333	17.4%	112
Played chess in last 12 months	52	2.7%	84
Played computer game (offline w/software)/12 months	153	8.0%	121
Played computer game (online w/software)/12 months	135	7.1%	103
Played computer game (online w/o software)/12 months	187	9.8%	108
Cooked for fun in last 12 months	428	22.4%	98
Did crossword puzzle in last 12 months	224	11.7%	109
Danced/went dancing in last 12 months	139	7.3%	91
Attended dance performance in last 12 months	82	4.3%	96
Dined out in last 12 months	965	50.5%	113
Participated in fantasy sports league last 12 months	92	4.8%	115
Did furniture refinishing in last 12 months	56	2.9%	87
Gambled at casino in last 12 months	280	14.7%	107
Gambled in Atlantic City in last 12 months	17	0.9%	39
Gambled in Las Vegas in last 12 months	66	3.5%	88
Participate in indoor gardening/plant care	203	10.6%	115
Attended horse races in last 12 months	44	2.3%	89
Participated in karaoke in last 12 months	67	3.5%	102
Bought lottery ticket in last 12 months	797	41.7%	112
Played lottery 6+ times in last 30 days	227	11.9%	100
Bought lottery ticket in last 12 months: Daily Drawing	76	4.0%	104
Bought lottery ticket in last 12 months: Instant Game	397	20.8%	114
Bought lottery ticket in last 12 months: Mega Millions	378	19.8%	110
Bought lottery ticket in last 12 months: Powerball	482	25.2%	118
Attended a movie in last 6 months	1,171	61.3%	103
Attended movie in last 90 days: once/week or more	39	2.0%	84
Attended movie in last 90 days: 2-3 times a month	93	4.9%	83
Attended movie in last 90 days: once a month	180	9.4%	93
Attended movie in last 90 days: < once a month	751	39.3%	111
Movie genre seen at theater/6 months: action	467	24.4%	94

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	512	26.8%	95
Movie genre seen at theater/6 months: comedy	469	24.5%	94
Movie genre seen at theater/6 months: crime	303	15.9%	90
Movie genre seen at theater/6 months: drama	525	27.5%	100
Movie genre seen at theater/6 months: family	207	10.8%	98
Movie genre seen at theater/6 months: fantasy	343	17.9%	99
Movie genre seen at theater/6 months: horror	111	5.8%	72
Movie genre seen at theater/6 months: romance	207	10.8%	92
Movie genre seen at theater/6 months: science fiction	257	13.4%	95
Movie genre seen at theater/6 months: thriller	287	15.0%	91
Went to museum in last 12 months	236	12.3%	101
Attended classical music/opera performance/12 months	60	3.1%	75
Attended country music performance in last 12 months	166	8.7%	153
Attended rock music performance in last 12 months	200	10.5%	110
Played musical instrument in last 12 months	132	6.9%	106
Did painting/drawing in last 12 months	125	6.5%	107
Did photo album/scrapbooking in last 12 months	114	6.0%	106
Did photography in last 12 months	204	10.7%	106
Did Sudoku puzzle in last 12 months	227	11.9%	119
Went to live theater in last 12 months	272	14.2%	110
Visited a theme park in last 12 months	326	17.1%	97
Visited a theme park 5+ times in last 12 months	55	2.9%	76
Participated in trivia games in last 12 months	96	5.0%	98
Played video/electronic game (console) last 12 months	214	11.2%	107
Played video/electronic game (portable) last 12 months	86	4.5%	99
Visited an indoor water park in last 12 months	57	3.0%	100
Did woodworking in last 12 months	102	5.3%	120
Participated in word games in last 12 months	241	12.6%	117
Went to zoo in last 12 months	248	13.0%	116
Purchased DVDs in last 30 days: 1	66	3.5%	102
Purchased DVDs in last 30 days: 2	59	3.1%	118
Purchased DVDs in last 30 days: 3+	130	6.8%	131
Purchased DVD/Blu-ray disc online in last 12 months	130	6.8%	106
Rented DVDs in last 30 days: 1	71	3.7%	98
Rented DVDs in last 30 days: 2	100	5.2%	119
Rented DVDs in last 30 days: 3+	291	15.2%	108
Rented movie/oth video/30 days: action/adventure	497	26.0%	105
Rented movie/oth video/30 days: classics	111	5.8%	84
Rented movie/oth video/30 days: comedy	491	25.7%	106
Rented movie/oth video/30 days: drama	332	17.4%	108
Rented movie/oth video/30 days: family/children	202	10.6%	99
Rented movie/oth video/30 days: foreign	32	1.7%	61
Rented movie/oth video/30 days: horror	161	8.4%	95
Rented movie/oth video/30 days: musical	44	2.3%	78
Rented movie/oth video/30 days: news/documentary	66	3.5%	96
Rented movie/oth video/30 days: romance	187	9.8%	105
Rented movie/oth video/30 days: science fiction	173	9.1%	117
Rented movie/oth video/30 days: TV show	147	7.7%	95
Rented movie/oth video/30 days: western	58	3.0%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	89	4.7%	115
Rented DVD/Blu-ray/30 days: from netflix.com	226	11.8%	102
Rented/purch DVD/Blu-ray/30 days: from Redbox	377	19.7%	105
HH owns ATV/UTV	99	10.2%	206
Bought any children`s toy/game in last 12 months	633	33.1%	102
Spent on toys/games for child last 12 months: <\$50	132	6.9%	117
Spent on toys/games for child last 12 months: \$50-99	60	3.1%	116
Spent on toys/games for child last 12 months: \$100-199	105	5.5%	87
Spent on toys/games for child last 12 months: \$200-499	170	8.9%	97
Spent on toys/games for child last 12 months: \$500+	117	6.1%	130
Bought any toys/games online in last 12 months	144	7.5%	106
Bought infant toy in last 12 months	148	7.7%	116
Bought pre-school toy in last 12 months	147	7.7%	113
Bought for child last 12 months: boy action figure	112	5.9%	81
Bought for child last 12 months: girl action figure	39	2.0%	67
Bought for child last 12 months: action game	43	2.3%	89
Bought for child last 12 months: bicycle	107	5.6%	84
Bought for child last 12 months: board game	214	11.2%	114
Bought for child last 12 months: builder set	76	4.0%	93
Bought for child last 12 months: car	168	8.8%	97
Bought for child last 12 months: construction toy	102	5.3%	111
Bought for child last 12 months: fashion doll	77	4.0%	88
Bought for child last 12 months: large/baby doll	84	4.4%	66
Bought for child last 12 months: doll accessories	65	3.4%	93
Bought for child last 12 months: doll clothing	77	4.0%	107
Bought for child last 12 months: educational toy	223	11.7%	102
Bought for child last 12 months: electronic doll/animal	55	2.9%	112
Bought for child last 12 months: electronic game	160	8.4%	107
Bought for child last 12 months: mechanical toy	65	3.4%	97
Bought for child last 12 months: model kit/set	54	2.8%	115
Bought for child last 12 months: plush doll/animal	152	8.0%	109
Bought for child last 12 months: sound game	24	1.3%	63
Bought for child last 12 months: water toy	195	10.2%	112
Bought for child last 12 months: word game	45	2.4%	79

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	250	13.1%	99
Bought hardcover book in last 12 months	429	22.4%	107
Bought paperback book in last 12 months	608	31.8%	101
Bought 1-3 books in last 12 months	393	20.6%	105
Bought 4-6 books in last 12 months	199	10.4%	98
Bought 7+ books in last 12 months	333	17.4%	102
Bought book (fiction) in last 12 months	544	28.5%	104
Bought book (non-fiction) in last 12 months	472	24.7%	108
Bought biography in last 12 months	170	8.9%	121
Bought children`s book in last 12 months	147	7.7%	85
Bought cookbook in last 12 months	158	8.3%	101
Bought history book in last 12 months	149	7.8%	98
Bought mystery book in last 12 months	238	12.5%	112
Bought novel in last 12 months	288	15.1%	97
Bought religious book (not bible) in last 12 mo	141	7.4%	112
Bought romance book in last 12 months	151	7.9%	105
Bought science fiction book in last 12 months	104	5.4%	99
Bought personal/business self-help book last 12 months	111	5.8%	101
Bought travel book in last 12 months	36	1.9%	90
Bought book online in last 12 months	366	19.2%	99
Bought book last 12 months: amazon.com	311	16.3%	93
Bought book last 12 months: barnes&noble.com	56	2.9%	97
Bought book last 12 months: Barnes & Noble book store	294	15.4%	105
Bought book last 12 months: other book store (not B&N)	212	11.1%	97
Bought book last 12 months: mail order	42	2.2%	97
Listened to/purchased audiobook in last 6 months	71	3.7%	85

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Population		13,200	14,077	
Population 18+		10,324	11,027	
Households		5,130	5,446	
Median Household Income		\$53,222	\$58,899	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Participated in aerobics in last 12 months		761	7.4%	87
Participated in archery in last 12 months		391	3.8%	139
Participated in backpacking in last 12 months		301	2.9%	95
Participated in baseball in last 12 months		494	4.8%	104
Participated in basketball in last 12 months		818	7.9%	96
Participated in bicycling (mountain) in last 12 months		332	3.2%	83
Participated in bicycling (road) in last 12 months		949	9.2%	92
Participated in boating (power) in last 12 months		688	6.7%	125
Participated in bowling in last 12 months		929	9.0%	95
Participated in canoeing/kayaking in last 12 months		638	6.2%	111
Participated in fishing (fresh water) in last 12 months		1,740	16.9%	136
Participated in fishing (salt water) in last 12 months		418	4.0%	102
Participated in football in last 12 months		445	4.3%	92
Participated in Frisbee in last 12 months		401	3.9%	91
Participated in golf in last 12 months		1,052	10.2%	112
Participated in hiking in last 12 months		889	8.6%	87
Participated in horseback riding in last 12 months		270	2.6%	106
Participated in hunting with rifle in last 12 months		792	7.7%	169
Participated in hunting with shotgun in last 12 months		586	5.7%	145
Participated in ice skating in last 12 months		207	2.0%	82
Participated in jogging/running in last 12 months		1,097	10.6%	80
Participated in motorcycling in last 12 months		346	3.4%	115
Participated in Pilates in last 12 months		237	2.3%	83
Participated in skiing (downhill) in last 12 months		230	2.2%	82
Participated in soccer in last 12 months		284	2.8%	72
Participated in softball in last 12 months		296	2.9%	84
Participated in swimming in last 12 months		1,613	15.6%	101
Participated in target shooting in last 12 months		588	5.7%	120
Participated in tennis in last 12 months		327	3.2%	80
Participated in volleyball in last 12 months		268	2.6%	80
Participated in walking for exercise in last 12 months		2,780	26.9%	101
Participated in weight lifting in last 12 months		965	9.3%	94
Participated in yoga in last 12 months		575	5.6%	79
Spent on sports/rec equip in last 12 months: \$1-99		605	5.9%	102
Spent on sports/rec equip in last 12 months: \$100-\$249		632	6.1%	100
Spent on sports/rec equip in last 12 months: \$250+		871	8.4%	116
Attend sports events		2,514	24.4%	106
Attend sports events: baseball game - MLB reg seas		909	8.8%	96
Attend sports events: basketball game (college)		313	3.0%	105
Attend sports events: basketball game-NBA reg seas		173	1.7%	57
Attend sports events: football game (college)		646	6.3%	110
Attend sports events: football game-NFL Mon/Thurs		262	2.5%	93
Attend sports events: football game - NFL weekend		459	4.4%	96
Attend sports events: high school sports		616	6.0%	125

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	1,675	16.2%	109
Listen to baseball (MLB reg season) on radio often	221	2.1%	97
Listen to football (NFL wknd games) on radio often	182	1.8%	89
Watch sports on TV	6,823	66.1%	107
Watch on TV: alpine skiing/ski jumping	570	5.5%	95
Watch on TV: auto racing (NASCAR)	2,035	19.7%	143
Watch on TV: auto racing (not NASCAR)	676	6.5%	111
Watch on TV: baseball (MLB regular season)	2,555	24.7%	110
Watch on TV: baseball (MLB playoffs/World Series)	2,515	24.4%	111
Watch on TV: basketball (college)	1,812	17.6%	118
Watch on TV: basketball (NCAA tournament)	1,751	17.0%	113
Watch on TV: basketball (NBA regular season)	1,617	15.7%	89
Watch on TV: basketball (NBA playoffs/finals)	1,828	17.7%	92
Watch on TV: basketball (WNBA)	450	4.4%	98
Watch on TV: bicycle racing	274	2.7%	85
Watch on TV: bowling	327	3.2%	99
Watch on TV: boxing	703	6.8%	85
Watch on TV: bull riding (pro)	774	7.5%	146
Watch on TV: Equestrian events	357	3.5%	103
Watch on TV: extreme sports (summer)	577	5.6%	93
Watch on TV: extreme sports (winter)	653	6.3%	97
Watch on TV: figure skating	1,197	11.6%	115
Watch on TV: fishing	915	8.9%	134
Watch on TV: football (college)	3,203	31.0%	121
Watch on TV: football (NFL Mon/Thurs night games)	3,753	36.4%	107
Watch on TV: football (NFL weekend games)	4,076	39.5%	110
Watch on TV: football (NFL playoffs/Super Bowl)	4,196	40.6%	110
Watch on TV: golf (PGA)	1,731	16.8%	118
Watch on TV: golf (LPGA)	641	6.2%	131
Watch on TV: gymnastics	872	8.4%	102
Watch on TV: horse racing (at track or OTB)	356	3.4%	122
Watch on TV: ice hockey (NHL regular season)	892	8.6%	93
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	879	8.5%	90
Watch on TV: marathon/road running/triathlon	234	2.3%	89
Watch on TV: mixed martial arts (MMA)	552	5.3%	106
Watch on TV: motorcycle racing	576	5.6%	125
Watch on TV: Olympics (summer)	2,948	28.6%	106
Watch on TV: Olympics (winter)	2,932	28.4%	109
Watch on TV: poker	583	5.6%	101
Watch on TV: rodeo	678	6.6%	140
Watch on TV: soccer (MLS)	428	4.1%	77
Watch on TV: soccer (World Cup)	661	6.4%	73
Watch on TV: tennis (men `s)	766	7.4%	88
Watch on TV: tennis (women `s)	724	7.0%	85
Watch on TV: track & field	565	5.5%	97
Watch on TV: truck and tractor pull/mud racing	404	3.9%	132
Watch on TV: volleyball (pro beach)	553	5.4%	120
Watch on TV: wrestling (WWE)	377	3.7%	114
Interest in sports: college basketball Super Fan	383	3.7%	99
Interest in sports: college football Super Fan	726	7.0%	107
Interest in sports: golf Super Fan	234	2.3%	110
Interest in sports: high school sports Super Fan	299	2.9%	93
Interest in sports: MLB Super Fan	515	5.0%	90
Interest in sports: NASCAR Super Fan	402	3.9%	115
Interest in sports: NBA Super Fan	369	3.6%	60
Interest in sports: NFL Super Fan	1,329	12.9%	94
Interest in sports: NHL Super Fan	251	2.4%	69

**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

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,371	13.3%	113
Member of charitable organization	413	4.0%	93
Member of church board	385	3.7%	122
Member of fraternal order	315	3.1%	117
Member of religious club	368	3.6%	95
Member of union	404	3.9%	105
Member of veterans club	316	3.1%	136
Attended adult education course in last 12 months	650	6.3%	93
Went to art gallery in last 12 months	616	6.0%	80
Attended auto show in last 12 months	825	8.0%	104
Did baking in last 12 months	2,415	23.4%	108
Went to bar/night club in last 12 months	1,505	14.6%	87
Went to beach in last 12 months	2,363	22.9%	92
Played billiards/pool in last 12 months	767	7.4%	96
Played bingo in last 12 months	420	4.1%	101
Did birdwatching in last 12 months	554	5.4%	124
Played board game in last 12 months	1,413	13.7%	108
Read book in last 12 months	3,707	35.9%	105
Participated in book club in last 12 months	225	2.2%	78
Went on overnight camping trip in last 12 months	1,438	13.9%	117
Played cards in last 12 months	1,779	17.2%	111
Played chess in last 12 months	272	2.6%	81
Played computer game (offline w/software)/12 months	754	7.3%	111
Played computer game (online w/software)/12 months	674	6.5%	95
Played computer game (online w/o software)/12 months	1,033	10.0%	111
Cooked for fun in last 12 months	2,306	22.3%	98
Did crossword puzzle in last 12 months	1,223	11.8%	110
Danced/went dancing in last 12 months	695	6.7%	84
Attended dance performance in last 12 months	341	3.3%	74
Dined out in last 12 months	4,760	46.1%	103
Participated in fantasy sports league last 12 months	456	4.4%	106
Did furniture refinishing in last 12 months	327	3.2%	94
Gambled at casino in last 12 months	1,304	12.6%	92
Gambled in Atlantic City in last 12 months	118	1.1%	50
Gambled in Las Vegas in last 12 months	300	2.9%	74
Participate in indoor gardening/plant care	1,011	9.8%	106
Attended horse races in last 12 months	235	2.3%	88
Participated in karaoke in last 12 months	321	3.1%	90
Bought lottery ticket in last 12 months	3,949	38.3%	102
Played lottery 6+ times in last 30 days	1,200	11.6%	98
Bought lottery ticket in last 12 months: Daily Drawing	324	3.1%	82
Bought lottery ticket in last 12 months: Instant Game	2,043	19.8%	109
Bought lottery ticket in last 12 months: Mega Millions	1,718	16.6%	93
Bought lottery ticket in last 12 months: Powerball	2,396	23.2%	108
Attended a movie in last 6 months	5,686	55.1%	93
Attended movie in last 90 days: once/week or more	205	2.0%	82
Attended movie in last 90 days: 2-3 times a month	462	4.5%	77
Attended movie in last 90 days: once a month	837	8.1%	80
Attended movie in last 90 days: < once a month	3,645	35.3%	100
Movie genre seen at theater/6 months: action	2,243	21.7%	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

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	2,524	24.4%	87
Movie genre seen at theater/6 months: comedy	2,244	21.7%	83
Movie genre seen at theater/6 months: crime	1,397	13.5%	76
Movie genre seen at theater/6 months: drama	2,416	23.4%	85
Movie genre seen at theater/6 months: family	961	9.3%	84
Movie genre seen at theater/6 months: fantasy	1,634	15.8%	87
Movie genre seen at theater/6 months: horror	599	5.8%	72
Movie genre seen at theater/6 months: romance	955	9.3%	79
Movie genre seen at theater/6 months: science fiction	1,195	11.6%	82
Movie genre seen at theater/6 months: thriller	1,349	13.1%	80
Went to museum in last 12 months	1,091	10.6%	86
Attended classical music/opera performance/12 months	291	2.8%	67
Attended country music performance in last 12 months	767	7.4%	131
Attended rock music performance in last 12 months	917	8.9%	94
Played musical instrument in last 12 months	669	6.5%	99
Did painting/drawing in last 12 months	616	6.0%	98
Did photo album/scrapbooking in last 12 months	574	5.6%	99
Did photography in last 12 months	1,009	9.8%	97
Did Sudoku puzzle in last 12 months	1,082	10.5%	105
Went to live theater in last 12 months	1,238	12.0%	92
Visited a theme park in last 12 months	1,555	15.1%	86
Visited a theme park 5+ times in last 12 months	286	2.8%	73
Participated in trivia games in last 12 months	481	4.7%	91
Played video/electronic game (console) last 12 months	1,052	10.2%	98
Played video/electronic game (portable) last 12 months	439	4.3%	93
Visited an indoor water park in last 12 months	271	2.6%	88
Did woodworking in last 12 months	537	5.2%	117
Participated in word games in last 12 months	1,163	11.3%	105
Went to zoo in last 12 months	1,111	10.8%	96
Purchased DVDs in last 30 days: 1	369	3.6%	105
Purchased DVDs in last 30 days: 2	291	2.8%	108
Purchased DVDs in last 30 days: 3+	600	5.8%	112
Purchased DVD/Blu-ray disc online in last 12 months	677	6.6%	102
Rented DVDs in last 30 days: 1	364	3.5%	93
Rented DVDs in last 30 days: 2	464	4.5%	102
Rented DVDs in last 30 days: 3+	1,531	14.8%	105
Rented movie/oth video/30 days: action/adventure	2,613	25.3%	103
Rented movie/oth video/30 days: classics	655	6.3%	92
Rented movie/oth video/30 days: comedy	2,574	24.9%	103
Rented movie/oth video/30 days: drama	1,710	16.6%	103
Rented movie/oth video/30 days: family/children	1,116	10.8%	101
Rented movie/oth video/30 days: foreign	204	2.0%	71
Rented movie/oth video/30 days: horror	917	8.9%	101
Rented movie/oth video/30 days: musical	272	2.6%	89
Rented movie/oth video/30 days: news/documentary	350	3.4%	94
Rented movie/oth video/30 days: romance	1,034	10.0%	107
Rented movie/oth video/30 days: science fiction	906	8.8%	114
Rented movie/oth video/30 days: TV show	849	8.2%	102
Rented movie/oth video/30 days: western	411	4.0%	137

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# Sports and Leisure Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	352	3.4%	84
Rented DVD/Blu-ray/30 days: from netflix.com	1,117	10.8%	94
Rented/purch DVD/Blu-ray/30 days: from Redbox	1,983	19.2%	102
HH owns ATV/UTV	466	9.1%	184
Bought any children`s toy/game in last 12 months	3,421	33.1%	102
Spent on toys/games for child last 12 months: <\$50	686	6.6%	113
Spent on toys/games for child last 12 months: \$50-99	292	2.8%	105
Spent on toys/games for child last 12 months: \$100-199	666	6.5%	102
Spent on toys/games for child last 12 months: \$200-499	948	9.2%	100
Spent on toys/games for child last 12 months: \$500+	502	4.9%	103
Bought any toys/games online in last 12 months	744	7.2%	102
Bought infant toy in last 12 months	753	7.3%	110
Bought pre-school toy in last 12 months	748	7.2%	106
Bought for child last 12 months: boy action figure	742	7.2%	99
Bought for child last 12 months: girl action figure	245	2.4%	78
Bought for child last 12 months: action game	235	2.3%	90
Bought for child last 12 months: bicycle	668	6.5%	97
Bought for child last 12 months: board game	1,046	10.1%	103
Bought for child last 12 months: builder set	451	4.4%	102
Bought for child last 12 months: car	1,012	9.8%	108
Bought for child last 12 months: construction toy	525	5.1%	105
Bought for child last 12 months: fashion doll	468	4.5%	99
Bought for child last 12 months: large/baby doll	642	6.2%	94
Bought for child last 12 months: doll accessories	361	3.5%	96
Bought for child last 12 months: doll clothing	381	3.7%	98
Bought for child last 12 months: educational toy	1,224	11.9%	104
Bought for child last 12 months: electronic doll/animal	305	3.0%	115
Bought for child last 12 months: electronic game	834	8.1%	104
Bought for child last 12 months: mechanical toy	370	3.6%	102
Bought for child last 12 months: model kit/set	261	2.5%	103
Bought for child last 12 months: plush doll/animal	817	7.9%	108
Bought for child last 12 months: sound game	164	1.6%	80
Bought for child last 12 months: water toy	1,004	9.7%	107
Bought for child last 12 months: word game	272	2.6%	88

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**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

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,252	12.1%	92
Bought hardcover book in last 12 months	2,126	20.6%	98
Bought paperback book in last 12 months	3,233	31.3%	100
Bought 1-3 books in last 12 months	1,974	19.1%	98
Bought 4-6 books in last 12 months	1,057	10.2%	97
Bought 7+ books in last 12 months	1,769	17.1%	100
Bought book (fiction) in last 12 months	2,848	27.6%	101
Bought book (non-fiction) in last 12 months	2,339	22.7%	99
Bought biography in last 12 months	755	7.3%	99
Bought children`s book in last 12 months	880	8.5%	94
Bought cookbook in last 12 months	868	8.4%	102
Bought history book in last 12 months	711	6.9%	87
Bought mystery book in last 12 months	1,202	11.6%	104
Bought novel in last 12 months	1,486	14.4%	92
Bought religious book (not bible) in last 12 mo	712	6.9%	105
Bought romance book in last 12 months	875	8.5%	112
Bought science fiction book in last 12 months	598	5.8%	105
Bought personal/business self-help book last 12 months	511	4.9%	86
Bought travel book in last 12 months	157	1.5%	72
Bought book online in last 12 months	1,818	17.6%	91
Bought book last 12 months: amazon.com	1,528	14.8%	85
Bought book last 12 months: barnes&noble.com	269	2.6%	86
Bought book last 12 months: Barnes & Noble book store	1,257	12.2%	83
Bought book last 12 months: other book store (not B&N)	1,186	11.5%	100
Bought book last 12 months: mail order	283	2.7%	121
Listened to/purchased audiobook in last 6 months	376	3.6%	83

**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

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Demographic Summary		2016	2021
Population		53,010	55,408
Population 18+		39,896	41,848
Households		20,071	20,920
Median Household Income		\$45,472	\$49,791
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,895	7.3%	86
Participated in archery in last 12 months	1,190	3.0%	110
Participated in backpacking in last 12 months	1,033	2.6%	85
Participated in baseball in last 12 months	1,800	4.5%	98
Participated in basketball in last 12 months	3,019	7.6%	92
Participated in bicycling (mountain) in last 12 months	1,289	3.2%	83
Participated in bicycling (road) in last 12 months	3,450	8.6%	87
Participated in boating (power) in last 12 months	2,358	5.9%	111
Participated in bowling in last 12 months	3,335	8.4%	88
Participated in canoeing/kayaking in last 12 months	2,192	5.5%	99
Participated in fishing (fresh water) in last 12 months	5,669	14.2%	115
Participated in fishing (salt water) in last 12 months	1,622	4.1%	103
Participated in football in last 12 months	1,711	4.3%	91
Participated in Frisbee in last 12 months	1,464	3.7%	86
Participated in golf in last 12 months	3,363	8.4%	92
Participated in hiking in last 12 months	3,264	8.2%	82
Participated in horseback riding in last 12 months	1,074	2.7%	109
Participated in hunting with rifle in last 12 months	2,392	6.0%	132
Participated in hunting with shotgun in last 12 months	1,848	4.6%	118
Participated in ice skating in last 12 months	787	2.0%	81
Participated in jogging/running in last 12 months	3,993	10.0%	76
Participated in motorcycling in last 12 months	1,218	3.1%	105
Participated in Pilates in last 12 months	887	2.2%	81
Participated in skiing (downhill) in last 12 months	863	2.2%	80
Participated in soccer in last 12 months	1,138	2.9%	75
Participated in softball in last 12 months	1,263	3.2%	92
Participated in swimming in last 12 months	5,944	14.9%	96
Participated in target shooting in last 12 months	2,101	5.3%	111
Participated in tennis in last 12 months	1,279	3.2%	81
Participated in volleyball in last 12 months	1,143	2.9%	88
Participated in walking for exercise in last 12 months	9,672	24.2%	91
Participated in weight lifting in last 12 months	3,284	8.2%	83
Participated in yoga in last 12 months	2,090	5.2%	74
Spent on sports/rec equip in last 12 months: \$1-99	2,266	5.7%	99
Spent on sports/rec equip in last 12 months: \$100-\$249	2,409	6.0%	98
Spent on sports/rec equip in last 12 months: \$250+	2,892	7.2%	100
Attend sports events	8,305	20.8%	91
Attend sports events: baseball game - MLB reg seas	3,125	7.8%	85
Attend sports events: basketball game (college)	1,076	2.7%	94
Attend sports events: basketball game-NBA reg seas	824	2.1%	70
Attend sports events: football game (college)	2,255	5.7%	99
Attend sports events: football game-NFL Mon/Thurs	986	2.5%	91
Attend sports events: football game - NFL weekend	1,646	4.1%	89
Attend sports events: high school sports	1,994	5.0%	105

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**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

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	5,734	14.4%	96
Listen to baseball (MLB reg season) on radio often	779	2.0%	88
Listen to football (NFL wknd games) on radio often	732	1.8%	93
Watch sports on TV	24,638	61.8%	100
Watch on TV: alpine skiing/ski jumping	2,237	5.6%	96
Watch on TV: auto racing (NASCAR)	6,500	16.3%	118
Watch on TV: auto racing (not NASCAR)	2,491	6.2%	106
Watch on TV: baseball (MLB regular season)	8,500	21.3%	95
Watch on TV: baseball (MLB playoffs/World Series)	8,308	20.8%	95
Watch on TV: basketball (college)	5,900	14.8%	99
Watch on TV: basketball (NCAA tournament)	5,755	14.4%	96
Watch on TV: basketball (NBA regular season)	6,172	15.5%	88
Watch on TV: basketball (NBA playoffs/finals)	6,942	17.4%	90
Watch on TV: basketball (WNBA)	1,700	4.3%	96
Watch on TV: bicycle racing	1,077	2.7%	87
Watch on TV: bowling	1,312	3.3%	103
Watch on TV: boxing	3,187	8.0%	99
Watch on TV: bull riding (pro)	2,591	6.5%	127
Watch on TV: Equestrian events	1,383	3.5%	103
Watch on TV: extreme sports (summer)	2,214	5.5%	93
Watch on TV: extreme sports (winter)	2,425	6.1%	93
Watch on TV: figure skating	4,095	10.3%	102
Watch on TV: fishing	3,013	7.6%	114
Watch on TV: football (college)	10,569	26.5%	103
Watch on TV: football (NFL Mon/Thurs night games)	13,276	33.3%	98
Watch on TV: football (NFL weekend games)	14,189	35.6%	99
Watch on TV: football (NFL playoffs/Super Bowl)	14,601	36.6%	99
Watch on TV: golf (PGA)	5,671	14.2%	100
Watch on TV: golf (LPGA)	2,025	5.1%	107
Watch on TV: gymnastics	3,312	8.3%	101
Watch on TV: horse racing (at track or OTB)	1,266	3.2%	112
Watch on TV: ice hockey (NHL regular season)	3,025	7.6%	82
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	3,116	7.8%	83
Watch on TV: marathon/road running/triathlon	884	2.2%	87
Watch on TV: mixed martial arts (MMA)	1,950	4.9%	97
Watch on TV: motorcycle racing	1,890	4.7%	106
Watch on TV: Olympics (summer)	9,974	25.0%	92
Watch on TV: Olympics (winter)	9,713	24.3%	94
Watch on TV: poker	2,157	5.4%	97
Watch on TV: rodeo	2,407	6.0%	129
Watch on TV: soccer (MLS)	1,723	4.3%	81
Watch on TV: soccer (World Cup)	2,825	7.1%	80
Watch on TV: tennis (men`s)	2,563	6.4%	77
Watch on TV: tennis (women`s)	2,786	7.0%	84
Watch on TV: track & field	2,003	5.0%	89
Watch on TV: truck and tractor pull/mud racing	1,375	3.4%	116
Watch on TV: volleyball (pro beach)	1,772	4.4%	99
Watch on TV: wrestling (WWE)	1,378	3.5%	108
Interest in sports: college basketball Super Fan	1,482	3.7%	99
Interest in sports: college football Super Fan	2,711	6.8%	103
Interest in sports: golf Super Fan	793	2.0%	96
Interest in sports: high school sports Super Fan	1,094	2.7%	88
Interest in sports: MLB Super Fan	1,909	4.8%	87
Interest in sports: NASCAR Super Fan	1,439	3.6%	107
Interest in sports: NBA Super Fan	1,925	4.8%	81
Interest in sports: NFL Super Fan	5,300	13.3%	97
Interest in sports: NHL Super Fan	1,075	2.7%	77

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# Sports and Leisure Market Potential

Chandler Texas  
 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
 Longitude: -95.47996

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	4,594	11.5%	98
Member of charitable organization	1,512	3.8%	89
Member of church board	1,259	3.2%	103
Member of fraternal order	1,122	2.8%	107
Member of religious club	1,393	3.5%	93
Member of union	1,390	3.5%	94
Member of veterans club	1,037	2.6%	116
Attended adult education course in last 12 months	2,378	6.0%	88
Went to art gallery in last 12 months	2,348	5.9%	79
Attended auto show in last 12 months	3,011	7.5%	98
Did baking in last 12 months	8,106	20.3%	94
Went to bar/night club in last 12 months	5,701	14.3%	86
Went to beach in last 12 months	8,376	21.0%	84
Played billiards/pool in last 12 months	3,070	7.7%	99
Played bingo in last 12 months	1,679	4.2%	105
Did birdwatching in last 12 months	1,842	4.6%	106
Played board game in last 12 months	4,755	11.9%	94
Read book in last 12 months	12,995	32.6%	95
Participated in book club in last 12 months	967	2.4%	86
Went on overnight camping trip in last 12 months	4,533	11.4%	95
Played cards in last 12 months	6,160	15.4%	99
Played chess in last 12 months	1,178	3.0%	91
Played computer game (offline w/software)/12 months	2,647	6.6%	100
Played computer game (online w/software)/12 months	2,593	6.5%	95
Played computer game (online w/o software)/12 months	3,787	9.5%	105
Cooked for fun in last 12 months	8,264	20.7%	91
Did crossword puzzle in last 12 months	4,403	11.0%	103
Danced/went dancing in last 12 months	2,690	6.7%	84
Attended dance performance in last 12 months	1,466	3.7%	82
Dined out in last 12 months	16,549	41.5%	92
Participated in fantasy sports league last 12 months	1,563	3.9%	94
Did furniture refinishing in last 12 months	1,278	3.2%	96
Gambled at casino in last 12 months	4,922	12.3%	90
Gambled in Atlantic City in last 12 months	560	1.4%	61
Gambled in Las Vegas in last 12 months	1,385	3.5%	88
Participate in indoor gardening/plant care	3,810	9.5%	103
Attended horse races in last 12 months	958	2.4%	93
Participated in karaoke in last 12 months	1,269	3.2%	92
Bought lottery ticket in last 12 months	14,850	37.2%	100
Played lottery 6+ times in last 30 days	4,579	11.5%	97
Bought lottery ticket in last 12 months: Daily Drawing	1,405	3.5%	92
Bought lottery ticket in last 12 months: Instant Game	7,833	19.6%	108
Bought lottery ticket in last 12 months: Mega Millions	6,238	15.6%	87
Bought lottery ticket in last 12 months: Powerball	8,632	21.6%	101
Attended a movie in last 6 months	21,982	55.1%	93
Attended movie in last 90 days: once/week or more	1,061	2.7%	110
Attended movie in last 90 days: 2-3 times a month	1,806	4.5%	77
Attended movie in last 90 days: once a month	3,525	8.8%	87
Attended movie in last 90 days: < once a month	13,322	33.4%	94
Movie genre seen at theater/6 months: action	9,144	22.9%	89

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		
	Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	9,988	25.0%	89
Movie genre seen at theater/6 months: comedy	9,188	23.0%	88
Movie genre seen at theater/6 months: crime	6,102	15.3%	86
Movie genre seen at theater/6 months: drama	9,524	23.9%	87
Movie genre seen at theater/6 months: family	4,049	10.1%	92
Movie genre seen at theater/6 months: fantasy	6,384	16.0%	88
Movie genre seen at theater/6 months: horror	2,923	7.3%	91
Movie genre seen at theater/6 months: romance	3,801	9.5%	81
Movie genre seen at theater/6 months: science fiction	4,785	12.0%	84
Movie genre seen at theater/6 months: thriller	5,536	13.9%	85
Went to museum in last 12 months	3,729	9.3%	76
Attended classical music/opera performance/12 months	1,309	3.3%	78
Attended country music performance in last 12 months	2,426	6.1%	107
Attended rock music performance in last 12 months	3,365	8.4%	89
Played musical instrument in last 12 months	2,282	5.7%	88
Did painting/drawing in last 12 months	2,144	5.4%	88
Did photo album/scrapbooking in last 12 months	2,087	5.2%	93
Did photography in last 12 months	3,553	8.9%	88
Did Sudoku puzzle in last 12 months	3,819	9.6%	96
Went to live theater in last 12 months	4,246	10.6%	82
Visited a theme park in last 12 months	5,862	14.7%	83
Visited a theme park 5+ times in last 12 months	1,265	3.2%	83
Participated in trivia games in last 12 months	2,012	5.0%	98
Played video/electronic game (console) last 12 months	4,075	10.2%	98
Played video/electronic game (portable) last 12 months	1,840	4.6%	101
Visited an indoor water park in last 12 months	1,064	2.7%	89
Did woodworking in last 12 months	1,933	4.8%	109
Participated in word games in last 12 months	4,177	10.5%	97
Went to zoo in last 12 months	4,035	10.1%	91
Purchased DVDs in last 30 days: 1	1,355	3.4%	100
Purchased DVDs in last 30 days: 2	1,079	2.7%	103
Purchased DVDs in last 30 days: 3+	2,272	5.7%	110
Purchased DVD/Blu-ray disc online in last 12 months	2,273	5.7%	89
Rented DVDs in last 30 days: 1	1,492	3.7%	98
Rented DVDs in last 30 days: 2	1,616	4.1%	92
Rented DVDs in last 30 days: 3+	5,529	13.9%	98
Rented movie/oth video/30 days: action/adventure	9,375	23.5%	95
Rented movie/oth video/30 days: classics	2,473	6.2%	90
Rented movie/oth video/30 days: comedy	9,250	23.2%	96
Rented movie/oth video/30 days: drama	6,205	15.6%	97
Rented movie/oth video/30 days: family/children	4,305	10.8%	101
Rented movie/oth video/30 days: foreign	890	2.2%	81
Rented movie/oth video/30 days: horror	3,877	9.7%	110
Rented movie/oth video/30 days: musical	1,118	2.8%	94
Rented movie/oth video/30 days: news/documentary	1,354	3.4%	94
Rented movie/oth video/30 days: romance	3,662	9.2%	98
Rented movie/oth video/30 days: science fiction	3,069	7.7%	100
Rented movie/oth video/30 days: TV show	2,940	7.4%	91
Rented movie/oth video/30 days: western	1,318	3.3%	114

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,411	3.5%	87
Rented DVD/Blu-ray/30 days: from netflix.com	3,970	10.0%	86
Rented/purch DVD/Blu-ray/30 days: from Redbox	7,389	18.5%	98
HH owns ATV/UTV	1,341	6.7%	135
Bought any children`s toy/game in last 12 months	13,075	32.8%	101
Spent on toys/games for child last 12 months: <\$50	2,587	6.5%	110
Spent on toys/games for child last 12 months: \$50-99	1,248	3.1%	116
Spent on toys/games for child last 12 months: \$100-199	2,557	6.4%	101
Spent on toys/games for child last 12 months: \$200-499	3,568	8.9%	98
Spent on toys/games for child last 12 months: \$500+	1,750	4.4%	93
Bought any toys/games online in last 12 months	2,571	6.4%	91
Bought infant toy in last 12 months	2,821	7.1%	106
Bought pre-school toy in last 12 months	2,682	6.7%	99
Bought for child last 12 months: boy action figure	2,820	7.1%	97
Bought for child last 12 months: girl action figure	1,066	2.7%	88
Bought for child last 12 months: action game	1,066	2.7%	106
Bought for child last 12 months: bicycle	2,770	6.9%	104
Bought for child last 12 months: board game	3,888	9.7%	99
Bought for child last 12 months: builder set	1,691	4.2%	99
Bought for child last 12 months: car	3,811	9.6%	105
Bought for child last 12 months: construction toy	1,910	4.8%	99
Bought for child last 12 months: fashion doll	1,908	4.8%	104
Bought for child last 12 months: large/baby doll	2,713	6.8%	103
Bought for child last 12 months: doll accessories	1,416	3.5%	97
Bought for child last 12 months: doll clothing	1,484	3.7%	99
Bought for child last 12 months: educational toy	4,495	11.3%	99
Bought for child last 12 months: electronic doll/animal	1,061	2.7%	104
Bought for child last 12 months: electronic game	3,189	8.0%	102
Bought for child last 12 months: mechanical toy	1,471	3.7%	105
Bought for child last 12 months: model kit/set	949	2.4%	96
Bought for child last 12 months: plush doll/animal	3,128	7.8%	107
Bought for child last 12 months: sound game	716	1.8%	91
Bought for child last 12 months: water toy	3,825	9.6%	105
Bought for child last 12 months: word game	1,128	2.8%	95

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# Sports and Leisure Market Potential

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 Chandler, Texas, United States  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 32.30793  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	4,450	11.2%	84
Bought hardcover book in last 12 months	7,486	18.8%	90
Bought paperback book in last 12 months	11,783	29.5%	94
Bought 1-3 books in last 12 months	7,176	18.0%	92
Bought 4-6 books in last 12 months	4,007	10.0%	95
Bought 7+ books in last 12 months	6,311	15.8%	93
Bought book (fiction) in last 12 months	9,907	24.8%	91
Bought book (non-fiction) in last 12 months	8,404	21.1%	92
Bought biography in last 12 months	2,702	6.8%	92
Bought children`s book in last 12 months	3,314	8.3%	92
Bought cookbook in last 12 months	3,265	8.2%	100
Bought history book in last 12 months	2,715	6.8%	86
Bought mystery book in last 12 months	4,349	10.9%	98
Bought novel in last 12 months	5,321	13.3%	85
Bought religious book (not bible) in last 12 mo	2,681	6.7%	102
Bought romance book in last 12 months	2,972	7.4%	99
Bought science fiction book in last 12 months	2,080	5.2%	95
Bought personal/business self-help book last 12 months	1,916	4.8%	83
Bought travel book in last 12 months	667	1.7%	79
Bought book online in last 12 months	6,254	15.7%	81
Bought book last 12 months: amazon.com	5,584	14.0%	80
Bought book last 12 months: barnes&noble.com	1,026	2.6%	85
Bought book last 12 months: Barnes & Noble book store	4,687	11.7%	80
Bought book last 12 months: other book store (not B&N)	4,359	10.9%	95
Bought book last 12 months: mail order	1,049	2.6%	116
Listened to/purchased audiobook in last 6 months	1,554	3.9%	89

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