CIBOLO, TX

SPORTS & LEISURE MARKET POTENTIAL

cibolo tx
ECONOMIC DEVELOPMENT CORP

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Sports and Leisure Market Potential

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

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Demographic Summary	2019	2024
Population	37,412	42,124
Population 18+	27,954	31,582
Households	12,880	14,466
Median Household Income	$81,034	$86,161

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,265	8.1%	106
Participated in archery in last 12 months	758	2.7%	99
Participated in backpacking in last 12 months	1,056	3.8%	110
Participated in baseball in last 12 months	1,417	5.1%	127
Participated in basketball in last 12 months	2,502	9.0%	112
Participated in bicycling (mountain) in last 12 months	1,265	4.5%	108
Participated in bicycling (road) in last 12 months	3,008	10.8%	111
Participated in boating (power) in last 12 months	1,629	5.8%	124
Participated in bowling in last 12 months	2,870	10.3%	116
Participated in canoeing/kayaking in last 12 months	1,868	6.7%	98
Participated in fishing (fresh water) in last 12 months	3,811	13.6%	118
Participated in fishing (salt water) in last 12 months	1,271	4.5%	116
Participated in football in last 12 months	1,437	5.1%	109
Participated in Frisbee in last 12 months	1,227	4.4%	110
Participated in golf in last 12 months	2,690	9.6%	116
Participated in hiking in last 12 months	3,945	14.1%	115
Participated in horseback riding in last 12 months	683	2.4%	105
Participated in hunting with rifle in last 12 months	1,211	4.3%	102
Participated in hunting with shotgun in last 12 months	1,000	3.6%	106
Participated in ice skating in last 12 months	829	3.0%	104
Participated in jogging/running in last 12 months	4,218	15.1%	118
Participated in motorcycling in last 12 months	1,007	3.6%	118
Participated in Pilates in last 12 months	784	2.8%	113
Participated in ping pong in last 12 months	1,244	4.5%	114
Participated in skiing (downhill) in last 12 months	815	2.9%	105
Participated in soccer in last 12 months	1,290	4.6%	115
Participated in softball in last 12 months	1,021	3.7%	129
Participated in swimming in last 12 months	5,146	18.4%	113
Participated in target shooting in last 12 months	1,431	5.1%	117
Participated in tennis in last 12 months	1,053	3.8%	109
Participated in volleyball in last 12 months	1,202	4.3%	123
Participated in walking for exercise in last 12 months	7,463	26.7%	108
Participated in weight lifting in last 12 months	3,435	12.3%	118
Participated in yoga in last 12 months	2,453	8.8%	109
Participated in Zumba in last 12 months	1,010	3.6%	110
Spent on sports/rec equip in last 12 months: $1-99	1,852	6.6%	109
Spent on sports/rec equip in last 12 months: $100-$249	2,083	7.5%	121
Spent on sports/rec equip in last 12 months: $250+	2,818	10.1%	125
Attend sports events	5,789	20.7%	124
Attend sports events: baseball game - MLB reg seas	1,761	6.3%	113
Attend sports events: basketball game-NBA reg seas	555	2.0%	117
Attend sports events: football game (college)	1,365	4.9%	138
Attend sports events: high school sports	1,345	4.8%	143

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 2019 and 2024.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	3,459	12.4%	113
Watch sports on TV	17,242	61.7%	107
Watch on TV: alpine skiing/ski jumping	1,050	3.8%	105
Watch on TV: auto racing (NASCAR)	2,631	9.4%	101
Watch on TV: auto racing (not NASCAR)	1,157	4.1%	103
Watch on TV: baseball (MLB regular season)	5,904	21.1%	108
Watch on TV: baseball (MLB playoffs/World Series)	5,434	19.4%	111
Watch on TV: basketball (college)	4,175	14.9%	111
Watch on TV: basketball (NCAA tournament)	4,260	15.2%	114
Watch on TV: basketball (NBA regular season)	4,550	16.3%	109
Watch on TV: basketball (NBA playoffs/finals)	5,148	18.4%	112
Watch on TV: basketball (WNBA)	832	3.0%	95
Watch on TV: bicycle racing	582	2.1%	95
Watch on TV: bowling	504	1.8%	93
Watch on TV: boxing	1,713	6.1%	99
Watch on TV: bull riding (pro)	784	2.8%	93
Watch on TV: Equestrian events	543	1.9%	89
Watch on TV: extreme sports (summer)	1,019	3.6%	106
Watch on TV: extreme sports (winter)	1,092	3.9%	102
Watch on TV: figure skating	1,652	5.9%	96
Watch on TV: fishing	1,365	4.9%	107
Watch on TV: football (college)	7,739	27.7%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	10,476	37.5%	117
Watch on TV: football (NFL weekend games)	9,803	35.1%	118
Watch on TV: football (NFL playoffs/Super Bowl)	10,180	36.4%	115
Watch on TV: golf (PGA)	3,582	12.8%	114
Watch on TV: golf (LPGA)	1,034	3.7%	106
Watch on TV: gymnastics	1,847	6.6%	110
Watch on TV: high school sports	1,738	6.2%	130
Watch on TV: horse racing (at track or OTB)	641	2.3%	90
Watch on TV: ice hockey (NHL regular season)	2,105	7.5%	93
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	2,197	7.9%	98
Watch on TV: mixed martial arts (MMA)	1,352	4.8%	116
Watch on TV: motorcycle racing	768	2.7%	103
Watch on TV: Olympics (summer)	5,096	18.2%	107
Watch on TV: Olympics (winter)	3,752	13.4%	98
Watch on TV: rodeo	755	2.7%	90
Watch on TV: soccer (MLS)	1,722	6.2%	128
Watch on TV: soccer (World Cup)	2,139	7.7%	109
Watch on TV: tennis (men`s)	1,688	6.0%	102
Watch on TV: tennis (women`s)	1,544	5.5%	95
Watch on TV: track & field	1,194	4.3%	98
Watch on TV: volleyball (pro beach)	852	3.0%	101
Watch on TV: wrestling (WWE)	1,178	4.2%	92
Interest in sports: college basketball Super Fan	1,119	4.0%	100
Interest in sports: college football Super Fan	2,485	8.9%	118
Interest in sports: golf Super Fan	499	1.8%	96
Interest in sports: high school sports Super Fan	692	2.5%	80
Interest in sports: MLB Super Fan	1,282	4.6%	90
Interest in sports: NASCAR Super Fan	550	2.0%	73
Interest in sports: NBA Super Fan	1,431	5.1%	93
Interest in sports: NFL Super Fan	3,697	13.2%	114
Interest in sports: NHL Super Fan	620	2.2%	68
Interest in sports: soccer Super Fan	817	2.9%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	2,865	10.2%	85
Member of charitable organization	1,211	4.3%	100
Member of church board	792	2.8%	109
Member of fraternal order	508	1.8%	81
Member of religious club	1,043	3.7%	109
Member of union	888	3.2%	85
Member of veterans club	671	2.4%	96
Attended adult education course in last 12 months	2,187	7.8%	97
Went to art gallery in last 12 months	1,989	7.1%	90
Attended auto show in last 12 months	1,752	6.3%	103
Did baking in last 12 months	7,148	25.6%	114
Barbecued in last 12 months	8,705	31.1%	112
Went to bar/night club in last 12 months	4,850	17.3%	101
Went to beach in last 12 months	8,905	31.9%	110
Played billiards/pool in last 12 months	1,877	6.7%	101
Played bingo in last 12 months	1,327	4.7%	107
Did birdwatching in last 12 months	1,358	4.9%	108
Played board game in last 12 months	5,212	18.6%	119
Read book in last 12 months	9,306	33.3%	104
Participated in book club in last 12 months	797	2.9%	95
Went on overnight camping trip in last 12 months	3,954	14.1%	114
Played cards in last 12 months	4,922	17.6%	108
Played chess in last 12 months	951	3.4%	95
Played computer game (offline w/software)/12 months	1,933	6.9%	95
Played computer game (online w/o software)/12 months	3,312	11.8%	101
Cooked for fun in last 12 months	5,882	21.0%	107
Did crossword puzzle in last 12 months	2,619	9.4%	97
Danced/went dancing in last 12 months	2,002	7.2%	99
Attended dance performance in last 12 months	1,308	4.7%	105
Dined out in last 12 months	15,993	57.2%	110
Participated in fantasy sports league last 12 months	1,714	6.1%	132
Participated in tailgating in last 12 months	1,593	5.7%	129
Did furniture refinishing in last 12 months	1,192	4.3%	105
Gambled at casino in last 12 months	3,797	13.6%	103
Gambled in Las Vegas in last 12 months	1,158	4.1%	117
Participate in indoor gardening/plant care	2,421	8.7%	97
Attended horse races in last 12 months	668	2.4%	98
Participated in karaoke in last 12 months	1,009	3.6%	95
Bought lottery ticket in last 12 months	9,693	34.7%	99
Played lottery 6+ times in last 30 days	2,501	8.9%	87
Bought lottery ticket in last 12 months: Daily Drawing	608	2.2%	70
Bought lottery ticket in last 12 months: Instant Game	4,626	16.5%	92
Bought lottery ticket in last 12 months: Mega Millions	4,596	16.4%	101
Bought lottery ticket in last 12 months: Powerball	6,065	21.7%	105
Attended a movie in last 6 months	18,194	65.1%	111
Attended movie in last 90 days: once/week or more	700	2.5%	105
Attended movie in last 90 days: 2-3 times a month	1,869	6.7%	109
Attended movie in last 90 days: once a month	2,995	10.7%	113
Attended movie in last 90 days: < once a month	11,142	39.9%	113
Movie genre seen at theater/6 months: action	9,206	32.9%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	10,522	37.6%	117
Movie genre seen at theater/6 months: comedy	8,167	29.2%	116
Movie genre seen at theater/6 months: crime	3,535	12.6%	117
Movie genre seen at theater/6 months: drama	7,237	25.9%	110
Movie genre seen at theater/6 months: family	3,995	14.3%	119
Movie genre seen at theater/6 months: fantasy	5,322	19.0%	112
Movie genre seen at theater/6 months: horror	2,001	7.2%	96
Movie genre seen at theater/6 months: romance	1,807	6.5%	106
Movie genre seen at theater/6 months: science fiction	5,983	21.4%	121
Movie genre seen at theater/6 months: thriller	4,056	14.5%	113
Went to museum in last 12 months	3,746	13.4%	98
Attended classical music/opera performance/12 months	958	3.4%	88
Attended country music performance in last 12 months	2,134	7.6%	120
Attended rock music performance in last 12 months	3,033	10.8%	113
Played musical instrument in last 12 months	2,251	8.1%	102
Did painting/drawing in last 12 months	2,188	7.8%	100
Did photo album/scrapbooking in last 12 months	1,165	4.2%	94
Did photography in last 12 months	2,642	9.5%	97
Did Sudoku puzzle in last 12 months	2,301	8.2%	104
Went to live theater in last 12 months	2,825	10.1%	92
Visited a theme park in last 12 months	6,205	22.2%	117
Visited a theme park 5+ times in last 12 months	1,496	5.4%	135
Participated in trivia games in last 12 months	1,994	7.1%	108
Played video/electronic game (console) last 12 months	2,646	9.5%	107
Played video/electronic game (portable) last 12 months	1,350	4.8%	103
Visited an indoor water park in last 12 months	914	3.3%	93
Did woodworking in last 12 months	1,455	5.2%	105
Participated in word games in last 12 months	2,849	10.2%	99
Went to zoo in last 12 months	4,285	15.3%	124
Purchased DVD/Blu-ray disc online in last 12 months	1,839	6.6%	106
Rented DVDs in last 30 days: 1	991	3.5%	113
Rented DVDs in last 30 days: 2	979	3.5%	112
Rented DVDs in last 30 days: 3+	2,522	9.0%	115
Rented movie/oth video/30 days: action/adventure	6,754	24.2%	117
Rented movie/oth video/30 days: classics	1,673	6.0%	99
Rented movie/oth video/30 days: comedy	6,207	22.2%	114
Rented movie/oth video/30 days: drama	4,370	15.6%	112
Rented movie/oth video/30 days: family/children	3,579	12.8%	131
Rented movie/oth video/30 days: foreign	508	1.8%	76
Rented movie/oth video/30 days: horror	1,837	6.6%	96
Rented movie/oth video/30 days: musical	732	2.6%	91
Rented movie/oth video/30 days: news/documentary	1,105	4.0%	102
Rented movie/oth video/30 days: romance	2,301	8.2%	113
Rented movie/oth video/30 days: science fiction	2,192	7.8%	107
Rented movie/oth video/30 days: TV show	2,286	8.2%	105
Rented movie/oth video/30 days: western	752	2.7%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	2,707	9.7%	118
Rented DVD/Blu-ray/30 days: from netflix.com	4,262	15.2%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	5,170	18.5%	122
HH owns ATV/UTV	743	5.8%	95
Bought any children`s toy/game in last 12 months	10,580	37.8%	117
Spent on toys/games for child last 12 months: <$50	1,604	5.7%	101
Spent on toys/games for child last 12 months: $50-99	725	2.6%	106
Spent on toys/games for child last 12 months: $100-199	1,894	6.8%	117
Spent on toys/games for child last 12 months: $200-499	3,115	11.1%	121
Spent on toys/games for child last 12 months: $500+	1,697	6.1%	127
Bought any toys/games online in last 12 months	3,511	12.6%	121
Bought infant toy in last 12 months	2,035	7.3%	115
Bought pre-school toy in last 12 months	2,337	8.4%	118
Bought for child last 12 months: boy action figure	2,483	8.9%	123
Bought for child last 12 months: girl action figure	1,220	4.4%	120
Bought for child last 12 months: action game	909	3.3%	108
Bought for child last 12 months: bicycle	2,116	7.6%	130
Bought for child last 12 months: board game	4,060	14.5%	122
Bought for child last 12 months: builder set	1,751	6.3%	125
Bought for child last 12 months: car	2,579	9.2%	118
Bought for child last 12 months: construction toy	1,938	6.9%	122
Bought for child last 12 months: fashion doll	1,183	4.2%	100
Bought for child last 12 months: large/baby doll	2,340	8.4%	122
Bought for child last 12 months: doll accessories	1,344	4.8%	121
Bought for child last 12 months: doll clothing	1,298	4.6%	114
Bought for child last 12 months: educational toy	3,956	14.2%	123
Bought for child last 12 months: electronic doll/animal	924	3.3%	124
Bought for child last 12 months: electronic game	1,998	7.1%	123
Bought for child last 12 months: mechanical toy	1,438	5.1%	121
Bought for child last 12 months: model kit/set	960	3.4%	114
Bought for child last 12 months: plush doll/animal	3,019	10.8%	128
Bought for child last 12 months: sound game	493	1.8%	104
Bought for child last 12 months: water toy	3,229	11.6%	128
Bought for child last 12 months: word game	698	2.5%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	4,165	14.9%	115
Bought hardcover book in last 12 months	5,981	21.4%	107
Bought paperback book in last 12 months	8,760	31.3%	110
Bought 1-3 books in last 12 months	5,774	20.7%	103
Bought 4-6 books in last 12 months	3,068	11.0%	111
Bought 7+ books in last 12 months	4,643	16.6%	111
Bought book (fiction) in last 12 months	7,462	26.7%	110
Bought book (non-fiction) in last 12 months	6,919	24.8%	112
Bought biography in last 12 months	1,989	7.1%	104
Bought children`s book in last 12 months	3,042	10.9%	113
Bought cookbook in last 12 months	1,837	6.6%	98
Bought history book in last 12 months	2,845	10.2%	113
Bought mystery book in last 12 months	3,005	10.7%	101
Bought novel in last 12 months	3,967	14.2%	107
Bought religious book (not bible) in last 12 months	1,990	7.1%	119
Bought romance book in last 12 months	1,553	5.6%	99
Bought science fiction book in last 12 months	1,544	5.5%	99
Bought personal/business self-help book last 12 months	2,038	7.3%	117
Bought travel book in last 12 months	634	2.3%	101
Bought book online in last 12 months	6,632	23.7%	116
Bought book last 12 months: amazon.com	6,202	22.2%	110
Bought book last 12 months: barnes&noble.com	747	2.7%	114
Bought book last 12 months: Barnes & Noble book store	4,020	14.4%	112
Bought book last 12 months: other book store (not B&N)	2,929	10.5%	107
Bought book last 12 months: mail order	500	1.8%	97
Listened to/purchased audiobook in last 6 months	1,885	6.7%	112

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Demographic Summary	2019	2024
Population	86,330	98,106
Population 18+	64,169	72,820
Households	30,150	34,115
Median Household Income	$78,697	$84,198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	5,305	8.3%	108
Participated in archery in last 12 months	1,784	2.8%	102
Participated in backpacking in last 12 months	2,473	3.9%	113
Participated in baseball in last 12 months	3,305	5.2%	129
Participated in basketball in last 12 months	5,769	9.0%	112
Participated in bicycling (mountain) in last 12 months	2,985	4.7%	111
Participated in bicycling (road) in last 12 months	6,901	10.8%	111
Participated in boating (power) in last 12 months	3,738	5.8%	124
Participated in bowling in last 12 months	6,693	10.4%	118
Participated in canoeing/kayaking in last 12 months	4,347	6.8%	99
Participated in fishing (fresh water) in last 12 months	8,839	13.8%	119
Participated in fishing (salt water) in last 12 months	2,981	4.6%	119
Participated in football in last 12 months	3,428	5.3%	113
Participated in Frisbee in last 12 months	2,879	4.5%	113
Participated in golf in last 12 months	6,126	9.5%	115
Participated in hiking in last 12 months	9,119	14.2%	115
Participated in horseback riding in last 12 months	1,636	2.5%	109
Participated in hunting with rifle in last 12 months	2,871	4.5%	106
Participated in hunting with shotgun in last 12 months	2,304	3.6%	107
Participated in ice skating in last 12 months	1,940	3.0%	106
Participated in jogging/running in last 12 months	9,726	15.2%	118
Participated in motorcycling in last 12 months	2,334	3.6%	119
Participated in Pilates in last 12 months	1,781	2.8%	112
Participated in ping pong in last 12 months	2,809	4.4%	112
Participated in skiing (downhill) in last 12 months	1,870	2.9%	105
Participated in soccer in last 12 months	3,032	4.7%	118
Participated in softball in last 12 months	2,330	3.6%	128
Participated in swimming in last 12 months	11,805	18.4%	113
Participated in target shooting in last 12 months	3,279	5.1%	117
Participated in tennis in last 12 months	2,357	3.7%	106
Participated in volleyball in last 12 months	2,821	4.4%	126
Participated in walking for exercise in last 12 months	16,860	26.3%	107
Participated in weight lifting in last 12 months	7,766	12.1%	117
Participated in yoga in last 12 months	5,632	8.8%	109
Participated in Zumba in last 12 months	2,370	3.7%	113
Spent on sports/rec equip in last 12 months: $1-99	4,293	6.7%	110
Spent on sports/rec equip in last 12 months: $100-$249	4,742	7.4%	120
Spent on sports/rec equip in last 12 months: $250+	6,347	9.9%	123
Attend sports events	13,105	20.4%	123
Attend sports events: baseball game - MLB reg seas	3,941	6.1%	110
Attend sports events: basketball game-NBA reg seas	1,229	1.9%	113
Attend sports events: football game (college)	3,083	4.8%	136
Attend sports events: high school sports	3,091	4.8%	143

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Sports and Leisure Market Potential

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

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,860	12.2%	112
Watch sports on TV	39,572	61.7%	107
Watch on TV: alpine skiing/ski jumping	2,361	3.7%	103
Watch on TV: auto racing (NASCAR)	6,062	9.4%	102
Watch on TV: auto racing (not NASCAR)	2,628	4.1%	102
Watch on TV: baseball (MLB regular season)	13,378	20.8%	106
Watch on TV: baseball (MLB playoffs/World Series)	12,360	19.3%	110
Watch on TV: basketball (college)	9,609	15.0%	111
Watch on TV: basketball (NCAA tournament)	9,694	15.1%	113
Watch on TV: basketball (NBA regular season)	10,501	16.4%	110
Watch on TV: basketball (NBA playoffs/finals)	11,835	18.4%	112
Watch on TV: basketball (WNBA)	1,991	3.1%	99
Watch on TV: bicycle racing	1,363	2.1%	97
Watch on TV: bowling	1,196	1.9%	97
Watch on TV: boxing	3,883	6.1%	98
Watch on TV: bull riding (pro)	1,782	2.8%	92
Watch on TV: Equestrian events	1,277	2.0%	91
Watch on TV: extreme sports (summer)	2,365	3.7%	107
Watch on TV: extreme sports (winter)	2,510	3.9%	103
Watch on TV: figure skating	3,742	5.8%	94
Watch on TV: fishing	3,140	4.9%	107
Watch on TV: football (college)	17,759	27.7%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	23,937	37.3%	116
Watch on TV: football (NFL weekend games)	22,535	35.1%	118
Watch on TV: football (NFL playoffs/Super Bowl)	23,354	36.4%	115
Watch on TV: golf (PGA)	8,136	12.7%	113
Watch on TV: golf (LPGA)	2,366	3.7%	106
Watch on TV: gymnastics	4,231	6.6%	110
Watch on TV: high school sports	3,990	6.2%	130
Watch on TV: horse racing (at track or OTB)	1,498	2.3%	92
Watch on TV: ice hockey (NHL regular season)	4,886	7.6%	94
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	5,006	7.8%	98
Watch on TV: mixed martial arts (MMA)	3,029	4.7%	113
Watch on TV: motorcycle racing	1,805	2.8%	105
Watch on TV: Olympics (summer)	11,557	18.0%	106
Watch on TV: Olympics (winter)	8,606	13.4%	98
Watch on TV: rodeo	1,799	2.8%	93
Watch on TV: soccer (MLS)	3,915	6.1%	127
Watch on TV: soccer (World Cup)	4,917	7.7%	109
Watch on TV: tennis (men`s)	3,838	6.0%	101
Watch on TV: tennis (women`s)	3,529	5.5%	94
Watch on TV: track & field	2,731	4.3%	98
Watch on TV: volleyball (pro beach)	1,945	3.0%	100
Watch on TV: wrestling (WWE)	2,736	4.3%	93
Interest in sports: college basketball Super Fan	2,603	4.1%	101
Interest in sports: college football Super Fan	5,660	8.8%	117
Interest in sports: golf Super Fan	1,178	1.8%	99
Interest in sports: high school sports Super Fan	1,588	2.5%	80
Interest in sports: MLB Super Fan	3,052	4.8%	93
Interest in sports: NASCAR Super Fan	1,226	1.9%	70
Interest in sports: NBA Super Fan	3,347	5.2%	95
Interest in sports: NFL Super Fan	8,617	13.4%	116
Interest in sports: NHL Super Fan	1,412	2.2%	68
Interest in sports: soccer Super Fan	1,904	3.0%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	6,601	10.3%	85
Member of charitable organization	2,797	4.4%	101
Member of church board	1,833	2.9%	110
Member of fraternal order	1,206	1.9%	84
Member of religious club	2,454	3.8%	112
Member of union	2,048	3.2%	85
Member of veterans club	1,516	2.4%	94
Attended adult education course in last 12 months	5,159	8.0%	100
Went to art gallery in last 12 months	4,582	7.1%	90
Attended auto show in last 12 months	4,106	6.4%	105
Did baking in last 12 months	16,321	25.4%	113
Barbecued in last 12 months	20,012	31.2%	112
Went to bar/night club in last 12 months	11,228	17.5%	101
Went to beach in last 12 months	20,142	31.4%	108
Played billiards/pool in last 12 months	4,436	6.9%	104
Played bingo in last 12 months	2,970	4.6%	104
Did birdwatching in last 12 months	3,108	4.8%	108
Played board game in last 12 months	12,044	18.8%	119
Read book in last 12 months	21,120	32.9%	103
Participated in book club in last 12 months	1,808	2.8%	94
Went on overnight camping trip in last 12 months	9,268	14.4%	116
Played cards in last 12 months	11,240	17.5%	107
Played chess in last 12 months	2,209	3.4%	97
Played computer game (offline w/software)/12 months	4,456	6.9%	95
Played computer game (online w/o software)/12 months	7,617	11.9%	101
Cooked for fun in last 12 months	13,427	20.9%	106
Did crossword puzzle in last 12 months	5,994	9.3%	96
Danced/went dancing in last 12 months	4,662	7.3%	101
Attended dance performance in last 12 months	2,987	4.7%	104
Dined out in last 12 months	36,437	56.8%	109
Participated in fantasy sports league last 12 months	4,042	6.3%	136
Participated in tailgating in last 12 months	3,578	5.6%	126
Did furniture refinishing in last 12 months	2,773	4.3%	106
Gambled at casino in last 12 months	8,700	13.6%	103
Gambled in Las Vegas in last 12 months	2,613	4.1%	115
Participate in indoor gardening/plant care	5,427	8.5%	95
Attended horse races in last 12 months	1,501	2.3%	96
Participated in karaoke in last 12 months	2,320	3.6%	95
Bought lottery ticket in last 12 months	22,551	35.1%	100
Played lottery 6+ times in last 30 days	5,758	9.0%	87
Bought lottery ticket in last 12 months: Daily Drawing	1,477	2.3%	74
Bought lottery ticket in last 12 months: Instant Game	10,758	16.8%	93
Bought lottery ticket in last 12 months: Mega Millions	10,539	16.4%	101
Bought lottery ticket in last 12 months: Powerball	14,035	21.9%	105
Attended a movie in last 6 months	41,606	64.8%	111
Attended movie in last 90 days: once/week or more	1,572	2.4%	102
Attended movie in last 90 days: 2-3 times a month	4,281	6.7%	109
Attended movie in last 90 days: once a month	6,814	10.6%	112
Attended movie in last 90 days: < once a month	25,375	39.5%	112
Movie genre seen at theater/6 months: action	21,049	32.8%	113

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	24,058	37.5%	117
Movie genre seen at theater/6 months: comedy	18,627	29.0%	115
Movie genre seen at theater/6 months: crime	8,025	12.5%	116
Movie genre seen at theater/6 months: drama	16,283	25.4%	108
Movie genre seen at theater/6 months: family	9,175	14.3%	119
Movie genre seen at theater/6 months: fantasy	12,187	19.0%	112
Movie genre seen at theater/6 months: horror	4,719	7.4%	99
Movie genre seen at theater/6 months: romance	4,119	6.4%	105
Movie genre seen at theater/6 months: science fiction	13,589	21.2%	120
Movie genre seen at theater/6 months: thriller	9,179	14.3%	111
Went to museum in last 12 months	8,579	13.4%	97
Attended classical music/opera performance/12 months	2,256	3.5%	90
Attended country music performance in last 12 months	4,905	7.6%	120
Attended rock music performance in last 12 months	6,851	10.7%	112
Played musical instrument in last 12 months	5,146	8.0%	101
Did painting/drawing in last 12 months	5,069	7.9%	101
Did photo album/scrapbooking in last 12 months	2,737	4.3%	96
Did photography in last 12 months	6,181	9.6%	98
Did Sudoku puzzle in last 12 months	5,242	8.2%	103
Went to live theater in last 12 months	6,421	10.0%	91
Visited a theme park in last 12 months	14,230	22.2%	117
Visited a theme park 5+ times in last 12 months	3,369	5.3%	133
Participated in trivia games in last 12 months	4,594	7.2%	108
Played video/electronic game (console) last 12 months	6,092	9.5%	107
Played video/electronic game (portable) last 12 months	3,071	4.8%	102
Visited an indoor water park in last 12 months	2,172	3.4%	97
Did woodworking in last 12 months	3,346	5.2%	105
Participated in word games in last 12 months	6,648	10.4%	100
Went to zoo in last 12 months	9,806	15.3%	124
Purchased DVD/Blu-ray disc online in last 12 months	4,329	6.7%	108
Rented DVDs in last 30 days: 1	2,304	3.6%	115
Rented DVDs in last 30 days: 2	2,288	3.6%	114
Rented DVDs in last 30 days: 3+	5,887	9.2%	117
Rented movie/oth video/30 days: action/adventure	15,716	24.5%	119
Rented movie/oth video/30 days: classics	3,926	6.1%	101
Rented movie/oth video/30 days: comedy	14,579	22.7%	117
Rented movie/oth video/30 days: drama	10,144	15.8%	113
Rented movie/oth video/30 days: family/children	8,351	13.0%	133
Rented movie/oth video/30 days: foreign	1,165	1.8%	76
Rented movie/oth video/30 days: horror	4,290	6.7%	98
Rented movie/oth video/30 days: musical	1,702	2.7%	92
Rented movie/oth video/30 days: news/documentary	2,633	4.1%	106
Rented movie/oth video/30 days: romance	5,367	8.4%	115
Rented movie/oth video/30 days: science fiction	5,158	8.0%	110
Rented movie/oth video/30 days: TV show	5,364	8.4%	107
Rented movie/oth video/30 days: western	1,715	2.7%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,210	9.7%	118
Rented DVD/Blu-ray/30 days: from netflix.com	9,780	15.2%	118
Rented/purch DVD/Blu-ray/30 days: from Redbox	12,404	19.3%	128
HH owns ATV/UTV	1,754	5.8%	96
Bought any children`s toy/game in last 12 months	24,845	38.7%	119
Spent on toys/games for child last 12 months: <$50	3,851	6.0%	106
Spent on toys/games for child last 12 months: $50-99	1,649	2.6%	105
Spent on toys/games for child last 12 months: $100-199	4,297	6.7%	116
Spent on toys/games for child last 12 months: $200-499	7,189	11.2%	122
Spent on toys/games for child last 12 months: $500+	3,962	6.2%	129
Bought any toys/games online in last 12 months	8,188	12.8%	123
Bought infant toy in last 12 months	4,658	7.3%	115
Bought pre-school toy in last 12 months	5,428	8.5%	120
Bought for child last 12 months: boy action figure	5,812	9.1%	125
Bought for child last 12 months: girl action figure	2,851	4.4%	122
Bought for child last 12 months: action game	2,089	3.3%	108
Bought for child last 12 months: bicycle	4,866	7.6%	130
Bought for child last 12 months: board game	9,528	14.8%	125
Bought for child last 12 months: builder set	4,088	6.4%	127
Bought for child last 12 months: car	6,035	9.4%	120
Bought for child last 12 months: construction toy	4,480	7.0%	123
Bought for child last 12 months: fashion doll	2,776	4.3%	102
Bought for child last 12 months: large/baby doll	5,523	8.6%	125
Bought for child last 12 months: doll accessories	3,135	4.9%	123
Bought for child last 12 months: doll clothing	3,055	4.8%	117
Bought for child last 12 months: educational toy	9,139	14.2%	124
Bought for child last 12 months: electronic doll/animal	2,190	3.4%	128
Bought for child last 12 months: electronic game	4,653	7.3%	124
Bought for child last 12 months: mechanical toy	3,377	5.3%	124
Bought for child last 12 months: model kit/set	2,335	3.6%	121
Bought for child last 12 months: plush doll/animal	6,997	10.9%	130
Bought for child last 12 months: sound game	1,120	1.7%	103
Bought for child last 12 months: water toy	7,497	11.7%	129
Bought for child last 12 months: word game	1,578	2.5%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	9,516	14.8%	115
Bought hardcover book in last 12 months	13,754	21.4%	107
Bought paperback book in last 12 months	20,220	31.5%	111
Bought 1-3 books in last 12 months	13,222	20.6%	103
Bought 4-6 books in last 12 months	6,942	10.8%	109
Bought 7+ books in last 12 months	10,619	16.5%	110
Bought book (fiction) in last 12 months	17,128	26.7%	110
Bought book (non-fiction) in last 12 months	15,852	24.7%	112
Bought biography in last 12 months	4,579	7.1%	104
Bought children`s book in last 12 months	7,086	11.0%	115
Bought cookbook in last 12 months	4,208	6.6%	98
Bought history book in last 12 months	6,512	10.1%	113
Bought mystery book in last 12 months	6,857	10.7%	101
Bought novel in last 12 months	8,991	14.0%	105
Bought religious book (not bible) in last 12 months	4,605	7.2%	119
Bought romance book in last 12 months	3,545	5.5%	99
Bought science fiction book in last 12 months	3,661	5.7%	102
Bought personal/business self-help book last 12 months	4,596	7.2%	115
Bought travel book in last 12 months	1,480	2.3%	103
Bought book online in last 12 months	15,080	23.5%	115
Bought book last 12 months: amazon.com	14,156	22.1%	110
Bought book last 12 months: barnes&noble.com	1,755	2.7%	116
Bought book last 12 months: Barnes & Noble book store	9,154	14.3%	111
Bought book last 12 months: other book store (not B&N)	6,652	10.4%	106
Bought book last 12 months: mail order	1,183	1.8%	100
Listened to/purchased audiobook in last 6 months	4,328	6.7%	112

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Demographic Summary	2019	2024
Population	300,913	335,622
Population 18+	224,616	249,757
Households	104,903	116,594
Median Household Income	$67,389	$75,589

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	18,050	8.0%	105
Participated in archery in last 12 months	6,468	2.9%	105
Participated in backpacking in last 12 months	8,433	3.8%	110
Participated in baseball in last 12 months	10,792	4.8%	120
Participated in basketball in last 12 months	19,538	8.7%	109
Participated in bicycling (mountain) in last 12 months	10,206	4.5%	109
Participated in bicycling (road) in last 12 months	22,073	9.8%	101
Participated in boating (power) in last 12 months	11,656	5.2%	110
Participated in bowling in last 12 months	22,873	10.2%	115
Participated in canoeing/kayaking in last 12 months	14,851	6.6%	97
Participated in fishing (fresh water) in last 12 months	28,734	12.8%	110
Participated in fishing (salt water) in last 12 months	10,846	4.8%	123
Participated in football in last 12 months	11,761	5.2%	111
Participated in Frisbee in last 12 months	9,438	4.2%	105
Participated in golf in last 12 months	19,169	8.5%	103
Participated in hiking in last 12 months	29,123	13.0%	105
Participated in horseback riding in last 12 months	6,316	2.8%	121
Participated in hunting with rifle in last 12 months	9,754	4.3%	102
Participated in hunting with shotgun in last 12 months	7,581	3.4%	100
Participated in ice skating in last 12 months	7,118	3.2%	111
Participated in jogging/running in last 12 months	31,716	14.1%	110
Participated in motorcycling in last 12 months	7,472	3.3%	109
Participated in Pilates in last 12 months	5,957	2.7%	107
Participated in ping pong in last 12 months	9,475	4.2%	108
Participated in skiing (downhill) in last 12 months	5,986	2.7%	96
Participated in soccer in last 12 months	9,900	4.4%	110
Participated in softball in last 12 months	8,058	3.6%	127
Participated in swimming in last 12 months	38,733	17.2%	106
Participated in target shooting in last 12 months	10,914	4.9%	111
Participated in tennis in last 12 months	8,272	3.7%	107
Participated in volleyball in last 12 months	9,558	4.3%	122
Participated in walking for exercise in last 12 months	55,456	24.7%	100
Participated in weight lifting in last 12 months	24,822	11.1%	106
Participated in yoga in last 12 months	18,849	8.4%	104
Participated in Zumba in last 12 months	8,246	3.7%	112
Spent on sports/rec equip in last 12 months: $1-99	14,743	6.6%	108
Spent on sports/rec equip in last 12 months: $100-$249	14,762	6.6%	107
Spent on sports/rec equip in last 12 months: $250+	19,523	8.7%	108
Attend sports events	41,115	18.3%	110
Attend sports events: baseball game - MLB reg seas	11,261	5.0%	90
Attend sports events: basketball game-NBA reg seas	4,055	1.8%	107
Attend sports events: football game (college)	9,202	4.1%	116
Attend sports events: high school sports	9,035	4.0%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	24,641	11.0%	100
Watch sports on TV	132,359	58.9%	102
Watch on TV: alpine skiing/ski jumping	7,810	3.5%	97
Watch on TV: auto racing (NASCAR)	20,451	9.1%	98
Watch on TV: auto racing (not NASCAR)	9,046	4.0%	100
Watch on TV: baseball (MLB regular season)	42,115	18.7%	96
Watch on TV: baseball (MLB playoffs/World Series)	39,266	17.5%	99
Watch on TV: basketball (college)	30,412	13.5%	101
Watch on TV: basketball (NCAA tournament)	30,969	13.8%	104
Watch on TV: basketball (NBA regular season)	36,029	16.0%	108
Watch on TV: basketball (NBA playoffs/finals)	40,004	17.8%	108
Watch on TV: basketball (WNBA)	7,113	3.2%	101
Watch on TV: bicycle racing	4,921	2.2%	100
Watch on TV: bowling	4,020	1.8%	93
Watch on TV: boxing	14,429	6.4%	104
Watch on TV: bull riding (pro)	6,010	2.7%	89
Watch on TV: Equestrian events	4,286	1.9%	88
Watch on TV: extreme sports (summer)	8,183	3.6%	105
Watch on TV: extreme sports (winter)	8,635	3.8%	101
Watch on TV: figure skating	12,648	5.6%	91
Watch on TV: fishing	10,919	4.9%	107
Watch on TV: football (college)	56,935	25.3%	108
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	78,675	35.0%	109
Watch on TV: football (NFL weekend games)	74,578	33.2%	111
Watch on TV: football (NFL playoffs/Super Bowl)	77,744	34.6%	109
Watch on TV: golf (PGA)	25,819	11.5%	102
Watch on TV: golf (LPGA)	8,194	3.6%	105
Watch on TV: gymnastics	14,610	6.5%	108
Watch on TV: high school sports	12,546	5.6%	117
Watch on TV: horse racing (at track or OTB)	5,358	2.4%	94
Watch on TV: ice hockey (NHL regular season)	16,853	7.5%	93
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	16,259	7.2%	91
Watch on TV: mixed martial arts (MMA)	10,793	4.8%	115
Watch on TV: motorcycle racing	6,089	2.7%	101
Watch on TV: Olympics (summer)	39,550	17.6%	103
Watch on TV: Olympics (winter)	28,608	12.7%	93
Watch on TV: rodeo	6,530	2.9%	96
Watch on TV: soccer (MLS)	12,284	5.5%	114
Watch on TV: soccer (World Cup)	16,640	7.4%	106
Watch on TV: tennis (men`s)	12,427	5.5%	94
Watch on TV: tennis (women`s)	12,153	5.4%	93
Watch on TV: track & field	9,943	4.4%	102
Watch on TV: volleyball (pro beach)	6,915	3.1%	102
Watch on TV: wrestling (WWE)	9,751	4.3%	95
Interest in sports: college basketball Super Fan	8,849	3.9%	98
Interest in sports: college football Super Fan	19,124	8.5%	113
Interest in sports: golf Super Fan	3,722	1.7%	89
Interest in sports: high school sports Super Fan	5,409	2.4%	78
Interest in sports: MLB Super Fan	10,401	4.6%	90
Interest in sports: NASCAR Super Fan	4,817	2.1%	79
Interest in sports: NBA Super Fan	12,832	5.7%	104
Interest in sports: NFL Super Fan	28,878	12.9%	111
Interest in sports: NHL Super Fan	5,129	2.3%	70
Interest in sports: soccer Super Fan	6,818	3.0%	110

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Sports and Leisure Market Potential

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

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Member of AARP	23,575	10.5%	87
Member of charitable organization	9,189	4.1%	95
Member of church board	5,571	2.5%	95
Member of fraternal order	4,098	1.8%	81
Member of religious club	8,035	3.6%	105
Member of union	6,817	3.0%	81
Member of veterans club	5,000	2.2%	89
Attended adult education course in last 12 months	18,191	8.1%	101
Went to art gallery in last 12 months	15,424	6.9%	87
Attended auto show in last 12 months	14,322	6.4%	104
Did baking in last 12 months	52,435	23.3%	104
Barbecued in last 12 months	65,782	29.3%	105
Went to bar/night club in last 12 months	36,646	16.3%	95
Went to beach in last 12 months	66,011	29.4%	101
Played billiards/pool in last 12 months	15,685	7.0%	105
Played bingo in last 12 months	10,619	4.7%	107
Did birdwatching in last 12 months	9,585	4.3%	95
Played board game in last 12 months	39,553	17.6%	112
Read book in last 12 months	70,355	31.3%	98
Participated in book club in last 12 months	6,141	2.7%	91
Went on overnight camping trip in last 12 months	30,296	13.5%	109
Played cards in last 12 months	37,598	16.7%	102
Played chess in last 12 months	8,293	3.7%	104
Played computer game (offline w/software)/12 months	15,507	6.9%	95
Played computer game (online w/o software)/12 months	26,801	11.9%	102
Cooked for fun in last 12 months	45,627	20.3%	103
Did crossword puzzle in last 12 months	21,243	9.5%	97
Danced/went dancing in last 12 months	16,766	7.5%	104
Attended dance performance in last 12 months	10,202	4.5%	102
Dined out in last 12 months	121,126	53.9%	104
Participated in fantasy sports league last 12 months	12,571	5.6%	121
Participated in tailgating in last 12 months	10,921	4.9%	110
Did furniture refinishing in last 12 months	9,672	4.3%	106
Gambled at casino in last 12 months	30,373	13.5%	102
Gambled in Las Vegas in last 12 months	8,829	3.9%	111
Participate in indoor gardening/plant care	18,139	8.1%	90
Attended horse races in last 12 months	5,552	2.5%	102
Participated in karaoke in last 12 months	9,580	4.3%	112
Bought lottery ticket in last 12 months	77,931	34.7%	99
Played lottery 6+ times in last 30 days	20,863	9.3%	90
Bought lottery ticket in last 12 months: Daily Drawing	5,613	2.5%	80
Bought lottery ticket in last 12 months: Instant Game	38,930	17.3%	96
Bought lottery ticket in last 12 months: Mega Millions	35,660	15.9%	98
Bought lottery ticket in last 12 months: Powerball	47,418	21.1%	102
Attended a movie in last 6 months	141,380	62.9%	108
Attended movie in last 90 days: once/week or more	5,746	2.6%	107
Attended movie in last 90 days: 2-3 times a month	15,953	7.1%	116
Attended movie in last 90 days: once a month	23,067	10.3%	108
Attended movie in last 90 days: < once a month	84,478	37.6%	107
Movie genre seen at theater/6 months: action	72,318	32.2%	111

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Movie genre seen at theater/6 months: adventure	81,979	36.5%	114
Movie genre seen at theater/6 months: comedy	63,150	28.1%	112
Movie genre seen at theater/6 months: crime	27,599	12.3%	114
Movie genre seen at theater/6 months: drama	55,995	24.9%	106
Movie genre seen at theater/6 months: family	31,682	14.1%	117
Movie genre seen at theater/6 months: fantasy	42,835	19.1%	112
Movie genre seen at theater/6 months: horror	17,226	7.7%	103
Movie genre seen at theater/6 months: romance	14,119	6.3%	103
Movie genre seen at theater/6 months: science fiction	45,550	20.3%	115
Movie genre seen at theater/6 months: thriller	32,467	14.5%	112
Went to museum in last 12 months	28,902	12.9%	94
Attended classical music/opera performance/12 months	7,557	3.4%	86
Attended country music performance in last 12 months	15,406	6.9%	107
Attended rock music performance in last 12 months	22,466	10.0%	104
Played musical instrument in last 12 months	16,646	7.4%	94
Did painting/drawing in last 12 months	16,995	7.6%	96
Did photo album/scrapbooking in last 12 months	9,416	4.2%	95
Did photography in last 12 months	21,452	9.6%	98
Did Sudoku puzzle in last 12 months	16,933	7.5%	95
Went to live theater in last 12 months	22,080	9.8%	89
Visited a theme park in last 12 months	48,094	21.4%	113
Visited a theme park 5+ times in last 12 months	11,337	5.0%	127
Participated in trivia games in last 12 months	15,602	6.9%	105
Played video/electronic game (console) last 12 months	21,410	9.5%	108
Played video/electronic game (portable) last 12 months	10,587	4.7%	101
Visited an indoor water park in last 12 months	7,174	3.2%	91
Did woodworking in last 12 months	11,499	5.1%	103
Participated in word games in last 12 months	23,153	10.3%	100
Went to zoo in last 12 months	32,564	14.5%	118
Purchased DVD/Blu-ray disc online in last 12 months	15,285	6.8%	109
Rented DVDs in last 30 days: 1	7,455	3.3%	106
Rented DVDs in last 30 days: 2	7,668	3.4%	109
Rented DVDs in last 30 days: 3+	19,142	8.5%	109
Rented movie/oth video/30 days: action/adventure	53,118	23.6%	115
Rented movie/oth video/30 days: classics	13,841	6.2%	102
Rented movie/oth video/30 days: comedy	48,128	21.4%	110
Rented movie/oth video/30 days: drama	34,951	15.6%	111
Rented movie/oth video/30 days: family/children	27,904	12.4%	127
Rented movie/oth video/30 days: foreign	4,085	1.8%	76
Rented movie/oth video/30 days: horror	14,671	6.5%	95
Rented movie/oth video/30 days: musical	6,714	3.0%	104
Rented movie/oth video/30 days: news/documentary	9,074	4.0%	104
Rented movie/oth video/30 days: romance	18,354	8.2%	112
Rented movie/oth video/30 days: science fiction	18,375	8.2%	112
Rented movie/oth video/30 days: TV show	18,699	8.3%	107
Rented movie/oth video/30 days: western	6,234	2.8%	97

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	20,369	9.1%	111
Rented DVD/Blu-ray/30 days: from netflix.com	32,427	14.4%	111
Rented/purch DVD/Blu-ray/30 days: from Redbox	39,803	17.7%	117
HH owns ATV/UTV	5,750	5.5%	90
Bought any children`s toy/game in last 12 months	82,902	36.9%	114
Spent on toys/games for child last 12 months: <$50	13,587	6.0%	107
Spent on toys/games for child last 12 months: $50-99	6,062	2.7%	111
Spent on toys/games for child last 12 months: $100-199	14,295	6.4%	110
Spent on toys/games for child last 12 months: $200-499	23,397	10.4%	113
Spent on toys/games for child last 12 months: $500+	12,466	5.5%	116
Bought any toys/games online in last 12 months	26,953	12.0%	116
Bought infant toy in last 12 months	15,683	7.0%	110
Bought pre-school toy in last 12 months	17,597	7.8%	111
Bought for child last 12 months: boy action figure	20,087	8.9%	124
Bought for child last 12 months: girl action figure	9,846	4.4%	120
Bought for child last 12 months: action game	6,983	3.1%	103
Bought for child last 12 months: bicycle	15,416	6.9%	118
Bought for child last 12 months: board game	31,055	13.8%	116
Bought for child last 12 months: builder set	13,168	5.9%	117
Bought for child last 12 months: car	20,824	9.3%	118
Bought for child last 12 months: construction toy	14,052	6.3%	110
Bought for child last 12 months: fashion doll	10,163	4.5%	107
Bought for child last 12 months: large/baby doll	18,689	8.3%	121
Bought for child last 12 months: doll accessories	10,474	4.7%	117
Bought for child last 12 months: doll clothing	10,986	4.9%	120
Bought for child last 12 months: educational toy	30,063	13.4%	116
Bought for child last 12 months: electronic doll/animal	6,701	3.0%	112
Bought for child last 12 months: electronic game	15,390	6.9%	117
Bought for child last 12 months: mechanical toy	11,106	4.9%	116
Bought for child last 12 months: model kit/set	7,258	3.2%	107
Bought for child last 12 months: plush doll/animal	22,546	10.0%	119
Bought for child last 12 months: sound game	3,935	1.8%	103
Bought for child last 12 months: water toy	23,701	10.6%	117
Bought for child last 12 months: word game	5,849	2.6%	101

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	30,476	13.6%	105
Bought hardcover book in last 12 months	46,196	20.6%	103
Bought paperback book in last 12 months	66,552	29.6%	104
Bought 1-3 books in last 12 months	46,479	20.7%	103
Bought 4-6 books in last 12 months	23,223	10.3%	104
Bought 7+ books in last 12 months	34,227	15.2%	102
Bought book (fiction) in last 12 months	55,668	24.8%	102
Bought book (non-fiction) in last 12 months	51,718	23.0%	104
Bought biography in last 12 months	14,846	6.6%	97
Bought children`s book in last 12 months	23,247	10.3%	108
Bought cookbook in last 12 months	14,520	6.5%	97
Bought history book in last 12 months	20,529	9.1%	102
Bought mystery book in last 12 months	22,904	10.2%	96
Bought novel in last 12 months	29,619	13.2%	99
Bought religious book (not bible) in last 12 months	15,129	6.7%	112
Bought romance book in last 12 months	13,050	5.8%	104
Bought science fiction book in last 12 months	12,507	5.6%	100
Bought personal/business self-help book last 12 months	15,178	6.8%	108
Bought travel book in last 12 months	4,697	2.1%	93
Bought book online in last 12 months	47,066	21.0%	102
Bought book last 12 months: amazon.com	45,061	20.1%	100
Bought book last 12 months: barnes&noble.com	5,475	2.4%	104
Bought book last 12 months: Barnes & Noble book store	30,071	13.4%	104
Bought book last 12 months: other book store (not B&N)	22,580	10.1%	102
Bought book last 12 months: mail order	4,007	1.8%	97
Listened to/purchased audiobook in last 6 months	15,134	6.7%	112

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