



Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Demographic Summary		2017	2022
Population		14,324	15,621
Population 18+		12,587	13,715
Households		6,202	6,862
Median Household Income		\$26,929	\$27,354
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,519	12.1%	146
Participated in archery in last 12 months	322	2.6%	91
Participated in backpacking in last 12 months	949	7.5%	234
Participated in baseball in last 12 months	783	6.2%	137
Participated in basketball in last 12 months	1,929	15.3%	182
Participated in bicycling (mountain) in last 12 months	654	5.2%	127
Participated in bicycling (road) in last 12 months	1,784	14.2%	138
Participated in boating (power) in last 12 months	648	5.1%	102
Participated in bowling in last 12 months	2,060	16.4%	170
Participated in canoeing/kayaking in last 12 months	1,209	9.6%	166
Participated in fishing (fresh water) in last 12 months	1,354	10.8%	90
Participated in fishing (salt water) in last 12 months	369	2.9%	71
Participated in football in last 12 months	1,012	8.0%	158
Participated in Frisbee in last 12 months	1,354	10.8%	238
Participated in golf in last 12 months	1,295	10.3%	118
Participated in hiking in last 12 months	1,894	15.0%	145
Participated in horseback riding in last 12 months	402	3.2%	138
Participated in hunting with rifle in last 12 months	320	2.5%	57
Participated in hunting with shotgun in last 12 months	346	2.7%	75
Participated in ice skating in last 12 months	509	4.0%	147
Participated in jogging/running in last 12 months	3,123	24.8%	184
Participated in motorcycling in last 12 months	357	2.8%	94
Participated in Pilates in last 12 months	781	6.2%	232
Participated in ping pong in last 12 mos	1,204	9.6%	226
Participated in rock climbing in last 12 mos	794	6.3%	323
Participated in roller skating in last 12 mos	273	2.2%	112
Participated in skiing (downhill) in last 12 months	687	5.5%	202
Participated in soccer in last 12 months	936	7.4%	172
Participated in softball in last 12 months	566	4.5%	138
Participated in swimming in last 12 months	2,796	22.2%	143
Participated in target shooting in last 12 months	636	5.1%	109
Participated in tennis in last 12 months	547	4.3%	114
Participated in volleyball in last 12 months	606	4.8%	144
Participated in walking for exercise in last 12 months	3,475	27.6%	102
Participated in weight lifting in last 12 months	1,847	14.7%	145
Participated in yoga in last 12 months	1,492	11.9%	156
Participated in Zumba in last 12 mos	472	3.7%	88
Spent on sports/rec equip in last 12 months: \$1-99	726	5.8%	91
Spent on sports/rec equip in last 12 months: \$100-\$249	702	5.6%	89
Spent on sports/rec equip in last 12 months: \$250+	1,220	9.7%	125
Attend sports events	2,688	21.4%	107
Attend sports events: baseball game - MLB reg seas	699	5.6%	75
Attend sports events: basketball game (college)	535	4.3%	189
Attend sports events: basketball game-NBA reg seas	195	1.5%	74
Attend sports events: football game (college)	778	6.2%	139
Attend sports events: football game-NFL Mon/Thurs	160	1.3%	65
Attend sports events: football game - NFL weekend	386	3.1%	89
Attend sports events: high school sports	819	6.5%	147

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	1,475	11.7%	87
Watch sports on TV	7,422	59.0%	97
Watch on TV: alpine skiing/ski jumping	925	7.3%	128
Watch on TV: auto racing (NASCAR)	1,341	10.7%	87
Watch on TV: auto racing (not NASCAR)	513	4.1%	81
Watch on TV: baseball (MLB regular season)	2,158	17.1%	80
Watch on TV: baseball (MLB playoffs/World Series)	2,384	18.9%	96
Watch on TV: basketball (college)	2,285	18.2%	126
Watch on TV: basketball (NCAA tournament)	2,244	17.8%	127
Watch on TV: basketball (NBA regular season)	2,265	18.0%	113
Watch on TV: basketball (NBA playoffs/finals)	2,662	21.1%	118
Watch on TV: basketball (WNBA)	367	2.9%	78
Watch on TV: bicycle racing	525	4.2%	136
Watch on TV: bowling	276	2.2%	82
Watch on TV: boxing	552	4.4%	61
Watch on TV: bull riding (pro)	453	3.6%	93
Watch on TV: Equestrian events	430	3.4%	121
Watch on TV: extreme sports (summer)	1,061	8.4%	169
Watch on TV: extreme sports (winter)	1,257	10.0%	172
Watch on TV: figure skating	1,221	9.7%	109
Watch on TV: fishing	523	4.2%	74
Watch on TV: football (college)	3,744	29.7%	118
Watch on TV: football (NFL Mon/Thurs night games)	4,136	32.9%	99
Watch on TV: football (NFL weekend games)	4,625	36.7%	104
Watch on TV: football (NFL playoffs/Super Bowl)	4,462	35.4%	97
Watch on TV: golf (PGA)	1,434	11.4%	86
Watch on TV: golf (LPGA)	538	4.3%	101
Watch on TV: gymnastics	924	7.3%	120
Watch on TV: high school sports	688	5.5%	103
Watch on TV: horse racing (at track or OTB)	496	3.9%	120
Watch on TV: ice hockey (NHL regular season)	1,338	10.6%	113
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,198	9.5%	101
Watch on TV: marathon/road running/triathlon	271	2.2%	100
Watch on TV: mixed martial arts (MMA)	746	5.9%	127
Watch on TV: motorcycle racing	517	4.1%	118
Watch on TV: Olympics (summer)	2,941	23.4%	118
Watch on TV: Olympics (winter)	3,237	25.7%	120
Watch on TV: rodeo	367	2.9%	83
Watch on TV: soccer (MLS)	1,052	8.4%	158
Watch on TV: soccer (World Cup)	1,489	11.8%	114
Watch on TV: tennis (men`s)	965	7.7%	105
Watch on TV: tennis (women`s)	839	6.7%	93
Watch on TV: track & field	834	6.6%	136
Watch on TV: volleyball (pro beach)	483	3.8%	112
Watch on TV: wrestling (WWE)	577	4.6%	81
Interest in sports: college basketball Super Fan	432	3.4%	92
Interest in sports: college football Super Fan	815	6.5%	93
Interest in sports: golf Super Fan	138	1.1%	59
Interest in sports: high school sports Super Fan	236	1.9%	55
Interest in sports: MLB Super Fan	735	5.8%	109
Interest in sports: NASCAR Super Fan	116	0.9%	28
Interest in sports: NBA Super Fan	537	4.3%	76
Interest in sports: NFL Super Fan	1,656	13.2%	93
Interest in sports: NHL Super Fan	312	2.5%	69
Interest in sports: soccer Super Fan	525	4.2%	130

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,021	8.1%	68
Member of charitable organization	509	4.0%	95
Member of church board	319	2.5%	80
Member of fraternal order	158	1.3%	50
Member of religious club	499	4.0%	102
Member of union	245	1.9%	54
Member of veterans club	151	1.2%	51
Attended adult education course in last 12 months	1,228	9.8%	132
Went to art gallery in last 12 months	1,724	13.7%	185
Attended auto show in last 12 months	542	4.3%	66
Did baking in last 12 months	3,675	29.2%	124
Went to bar/night club in last 12 months	2,774	22.0%	131
Went to beach in last 12 months	3,736	29.7%	116
Played billiards/pool in last 12 months	1,464	11.6%	150
Played bingo in last 12 months	390	3.1%	77
Did birdwatching in last 12 months	469	3.7%	82
Played board game in last 12 months	2,413	19.2%	142
Read book in last 12 months	4,717	37.5%	111
Participated in book club in last 12 months	532	4.2%	148
Went on overnight camping trip in last 12 months	2,620	20.8%	171
Played cards in last 12 months	2,915	23.2%	153
Played chess in last 12 months	542	4.3%	136
Played computer game (offline w/software)/12 months	987	7.8%	121
Played computer game (online w/software)/12 months	1,179	9.4%	129
Played computer game (online w/o software)/12 months	1,290	10.2%	112
Cooked for fun in last 12 months	4,143	32.9%	140
Did crossword puzzle in last 12 months	1,512	12.0%	120
Danced/went dancing in last 12 months	1,357	10.8%	141
Attended dance performance in last 12 months	1,340	10.6%	240
Dined out in last 12 months	6,049	48.1%	106
Participated in fantasy sports league last 12 months	968	7.7%	170
Did furniture refinishing in last 12 months	501	4.0%	111
Gambled at casino in last 12 months	1,039	8.3%	60
Gambled in Atlantic City in last 12 months	159	1.3%	55
Gambled in Las Vegas in last 12 months	341	2.7%	68
Participate in indoor gardening/plant care	918	7.3%	79
Attended horse races in last 12 months	201	1.6%	60
Participated in karaoke in last 12 months	232	1.8%	53
Bought lottery ticket in last 12 months	3,930	31.2%	87
Played lottery 6+ times in last 30 days	816	6.5%	56
Bought lottery ticket in last 12 months: Daily Drawing	253	2.0%	56
Bought lottery ticket in last 12 months: Instant Game	2,667	21.2%	115
Bought lottery ticket in last 12 months: Mega Millions	1,360	10.8%	63
Bought lottery ticket in last 12 months: Powerball	1,975	15.7%	77
Attended a movie in last 6 months	8,835	70.2%	119
Attended movie in last 90 days: once/week or more	342	2.7%	113
Attended movie in last 90 days: 2-3 times a month	827	6.6%	115
Attended movie in last 90 days: once a month	1,921	15.3%	154
Attended movie in last 90 days: < once a month	4,916	39.1%	111
Movie genre seen at theater/6 months: action	4,095	32.5%	130

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	4,982	39.6%	134
Movie genre seen at theater/6 months: comedy	4,348	34.5%	129
Movie genre seen at theater/6 months: crime	2,630	20.9%	139
Movie genre seen at theater/6 months: drama	4,021	31.9%	133
Movie genre seen at theater/6 months: family	1,508	12.0%	129
Movie genre seen at theater/6 months: fantasy	3,268	26.0%	158
Movie genre seen at theater/6 months: horror	1,037	8.2%	101
Movie genre seen at theater/6 months: romance	2,207	17.5%	184
Movie genre seen at theater/6 months: science fiction	3,049	24.2%	134
Movie genre seen at theater/6 months: thriller	2,919	23.2%	137
Went to museum in last 12 months	2,363	18.8%	152
Attended classical music/opera performance/12 months	1,145	9.1%	228
Attended country music performance in last 12 months	784	6.2%	106
Attended rock music performance in last 12 months	1,922	15.3%	163
Played musical instrument in last 12 months	1,153	9.2%	143
Did painting/drawing in last 12 months	1,438	11.4%	182
Did photo album/scrapbooking in last 12 months	1,117	8.9%	164
Did photography in last 12 months	1,869	14.8%	143
Did Sudoku puzzle in last 12 months	1,401	11.1%	121
Went to live theater in last 12 months	2,303	18.3%	141
Visited a theme park in last 12 months	2,449	19.5%	109
Visited a theme park 5+ times in last 12 months	649	5.2%	127
Participated in trivia games in last 12 months	972	7.7%	147
Played video/electronic game (console) last 12 months	2,042	16.2%	164
Played video/electronic game (portable) last 12 months	676	5.4%	119
Visited an indoor water park in last 12 months	237	1.9%	65
Did woodworking in last 12 months	517	4.1%	92
Participated in word games in last 12 months	1,545	12.3%	123
Went to zoo in last 12 months	1,867	14.8%	129
Purchased DVDs in last 30 days: 1	397	3.2%	104
Purchased DVDs in last 30 days: 2	196	1.6%	66
Purchased DVDs in last 30 days: 3+	734	5.8%	114
Purchased DVD/Blu-ray disc online in last 12 months	782	6.2%	98
Rented DVDs in last 30 days: 1	633	5.0%	142
Rented DVDs in last 30 days: 2	877	7.0%	151
Rented DVDs in last 30 days: 3+	1,967	15.6%	126
Rented movie/oth video/30 days: action/adventure	3,976	31.6%	134
Rented movie/oth video/30 days: classics	889	7.1%	111
Rented movie/oth video/30 days: comedy	4,265	33.9%	146
Rented movie/oth video/30 days: drama	2,570	20.4%	129
Rented movie/oth video/30 days: family/children	1,887	15.0%	142
Rented movie/oth video/30 days: foreign	476	3.8%	160
Rented movie/oth video/30 days: horror	1,131	9.0%	110
Rented movie/oth video/30 days: musical	633	5.0%	173
Rented movie/oth video/30 days: news/documentary	484	3.8%	106
Rented movie/oth video/30 days: romance	1,155	9.2%	108
Rented movie/oth video/30 days: science fiction	1,504	11.9%	152
Rented movie/oth video/30 days: TV show	1,273	10.1%	124
Rented movie/oth video/30 days: western	341	2.7%	107

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	739	5.9%	115
Rented DVD/Blu-ray/30 days: from netflix.com	2,022	16.1%	129
Rented/purch DVD/Blu-ray/30 days: from Redbox	3,399	27.0%	143
HH owns ATV/UTV	114	1.8%	39
Bought any children`s toy/game in last 12 months	3,888	30.9%	95
Spent on toys/games for child last 12 months: <\$50	760	6.0%	103
Spent on toys/games for child last 12 months: \$50-99	296	2.4%	89
Spent on toys/games for child last 12 months: \$100-199	1,093	8.7%	133
Spent on toys/games for child last 12 months: \$200-499	900	7.2%	80
Spent on toys/games for child last 12 months: \$500+	470	3.7%	78
Bought any toys/games online in last 12 months	636	5.1%	66
Bought infant toy in last 12 months	1,205	9.6%	139
Bought pre-school toy in last 12 months	780	6.2%	93
Bought for child last 12 months: boy action figure	1,101	8.7%	110
Bought for child last 12 months: girl action figure	359	2.9%	83
Bought for child last 12 months: action game	264	2.1%	80
Bought for child last 12 months: bicycle	867	6.9%	105
Bought for child last 12 months: board game	1,288	10.2%	99
Bought for child last 12 months: builder set	685	5.4%	109
Bought for child last 12 months: car	1,373	10.9%	123
Bought for child last 12 months: construction toy	558	4.4%	81
Bought for child last 12 months: fashion doll	656	5.2%	115
Bought for child last 12 months: large/baby doll	723	5.7%	88
Bought for child last 12 months: doll accessories	381	3.0%	77
Bought for child last 12 months: doll clothing	606	4.8%	120
Bought for child last 12 months: educational toy	1,311	10.4%	92
Bought for child last 12 months: electronic doll/animal	143	1.1%	45
Bought for child last 12 months: electronic game	897	7.1%	97
Bought for child last 12 months: mechanical toy	225	1.8%	51
Bought for child last 12 months: model kit/set	400	3.2%	117
Bought for child last 12 months: plush doll/animal	1,088	8.6%	111
Bought for child last 12 months: sound game	148	1.2%	62
Bought for child last 12 months: water toy	944	7.5%	82
Bought for child last 12 months: word game	359	2.9%	94

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,996	15.9%	112
Bought hardcover book in last 12 months	3,413	27.1%	132
Bought paperback book in last 12 months	4,896	38.9%	130
Bought 1-3 books in last 12 months	2,791	22.2%	116
Bought 4-6 books in last 12 months	1,494	11.9%	115
Bought 7+ books in last 12 months	2,371	18.8%	111
Bought book (fiction) in last 12 months	4,479	35.6%	131
Bought book (non-fiction) in last 12 months	3,791	30.1%	130
Bought biography in last 12 months	993	7.9%	110
Bought children`s book in last 12 months	1,154	9.2%	100
Bought cookbook in last 12 months	868	6.9%	93
Bought history book in last 12 months	1,117	8.9%	113
Bought mystery book in last 12 months	1,883	15.0%	132
Bought novel in last 12 months	2,790	22.2%	144
Bought religious book (not bible) in last 12 mo	723	5.7%	90
Bought romance book in last 12 months	859	6.8%	101
Bought science fiction book in last 12 months	1,342	10.7%	185
Bought personal/business self-help book last 12 months	848	6.7%	114
Bought travel book in last 12 months	288	2.3%	112
Bought book online in last 12 months	2,768	22.0%	114
Bought book last 12 months: amazon.com	2,852	22.7%	124
Bought book last 12 months: barnes&noble.com	191	1.5%	57
Bought book last 12 months: Barnes & Noble book store	1,715	13.6%	100
Bought book last 12 months: other book store (not B&N)	2,644	21.0%	188
Bought book last 12 months: mail order	214	1.7%	77
Listened to/purchased audiobook in last 6 months	948	7.5%	165

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Sports and Leisure Market Potential

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Demographic Summary		2017	2022
Population		155,354	169,899
Population 18+		120,895	132,289
Households		60,651	66,559
Median Household Income		\$41,243	\$43,736

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	12,482	10.3%	125
Participated in archery in last 12 months	3,549	2.9%	104
Participated in backpacking in last 12 months	6,021	5.0%	155
Participated in baseball in last 12 months	6,714	5.6%	122
Participated in basketball in last 12 months	13,795	11.4%	135
Participated in bicycling (mountain) in last 12 months	5,803	4.8%	117
Participated in bicycling (road) in last 12 months	14,079	11.6%	114
Participated in boating (power) in last 12 months	6,126	5.1%	101
Participated in bowling in last 12 months	15,206	12.6%	131
Participated in canoeing/kayaking in last 12 months	8,998	7.4%	129
Participated in fishing (fresh water) in last 12 months	14,020	11.6%	97
Participated in fishing (salt water) in last 12 months	4,437	3.7%	89
Participated in football in last 12 months	7,926	6.6%	129
Participated in Frisbee in last 12 months	8,400	6.9%	154
Participated in golf in last 12 months	12,218	10.1%	116
Participated in hiking in last 12 months	15,379	12.7%	123
Participated in horseback riding in last 12 months	3,479	2.9%	124
Participated in hunting with rifle in last 12 months	4,814	4.0%	90
Participated in hunting with shotgun in last 12 months	4,425	3.7%	100
Participated in ice skating in last 12 months	3,936	3.3%	119
Participated in jogging/running in last 12 months	22,853	18.9%	141
Participated in motorcycling in last 12 months	3,525	2.9%	96
Participated in Pilates in last 12 months	4,899	4.1%	152
Participated in ping pong in last 12 mos	8,342	6.9%	163
Participated in rock climbing in last 12 mos	4,798	4.0%	203
Participated in roller skating in last 12 mos	2,560	2.1%	110
Participated in skiing (downhill) in last 12 months	4,254	3.5%	130
Participated in soccer in last 12 months	7,199	6.0%	138
Participated in softball in last 12 months	4,994	4.1%	127
Participated in swimming in last 12 months	22,537	18.6%	120
Participated in target shooting in last 12 months	6,302	5.2%	113
Participated in tennis in last 12 months	5,217	4.3%	113
Participated in volleyball in last 12 months	4,930	4.1%	122
Participated in walking for exercise in last 12 months	33,561	27.8%	103
Participated in weight lifting in last 12 months	15,175	12.6%	124
Participated in yoga in last 12 months	11,488	9.5%	125
Participated in Zumba in last 12 mos	5,437	4.5%	105
Spent on sports/rec equip in last 12 months: \$1-99	7,782	6.4%	102
Spent on sports/rec equip in last 12 months: \$100-\$249	7,764	6.4%	102
Spent on sports/rec equip in last 12 months: \$250+	10,764	8.9%	115
Attend sports events	26,168	21.6%	108
Attend sports events: baseball game - MLB reg seas	8,213	6.8%	92
Attend sports events: basketball game (college)	3,588	3.0%	132
Attend sports events: basketball game-NBA reg seas	2,293	1.9%	91
Attend sports events: football game (college)	6,331	5.2%	117
Attend sports events: football game-NFL Mon/Thurs	2,243	1.9%	94
Attend sports events: football game - NFL weekend	4,300	3.6%	103
Attend sports events: high school sports	6,352	5.3%	118

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 2017 and 2022.



Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	15,651	12.9%	96
Watch sports on TV	73,633	60.9%	101
Watch on TV: alpine skiing/ski jumping	7,521	6.2%	108
Watch on TV: auto racing (NASCAR)	14,348	11.9%	97
Watch on TV: auto racing (not NASCAR)	5,803	4.8%	95
Watch on TV: baseball (MLB regular season)	24,113	19.9%	93
Watch on TV: baseball (MLB playoffs/World Series)	23,072	19.1%	97
Watch on TV: basketball (college)	19,369	16.0%	111
Watch on TV: basketball (NCAA tournament)	18,812	15.6%	110
Watch on TV: basketball (NBA regular season)	20,396	16.9%	106
Watch on TV: basketball (NBA playoffs/finals)	23,533	19.5%	109
Watch on TV: basketball (WNBA)	3,826	3.2%	85
Watch on TV: bicycle racing	4,193	3.5%	113
Watch on TV: bowling	2,909	2.4%	90
Watch on TV: boxing	7,414	6.1%	85
Watch on TV: bull riding (pro)	4,660	3.9%	99
Watch on TV: Equestrian events	3,451	2.9%	101
Watch on TV: extreme sports (summer)	7,834	6.5%	130
Watch on TV: extreme sports (winter)	9,130	7.6%	130
Watch on TV: figure skating	11,220	9.3%	104
Watch on TV: fishing	5,961	4.9%	88
Watch on TV: football (college)	33,545	27.7%	110
Watch on TV: football (NFL Mon/Thurs night games)	41,156	34.0%	102
Watch on TV: football (NFL weekend games)	44,440	36.8%	104
Watch on TV: football (NFL playoffs/Super Bowl)	45,233	37.4%	103
Watch on TV: golf (PGA)	14,982	12.4%	94
Watch on TV: golf (LPGA)	5,069	4.2%	99
Watch on TV: gymnastics	8,193	6.8%	111
Watch on TV: high school sports	6,555	5.4%	102
Watch on TV: horse racing (at track or OTB)	4,090	3.4%	103
Watch on TV: ice hockey (NHL regular season)	11,629	9.6%	102
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	11,372	9.4%	100
Watch on TV: marathon/road running/triathlon	2,503	2.1%	96
Watch on TV: mixed martial arts (MMA)	6,467	5.3%	115
Watch on TV: motorcycle racing	4,596	3.8%	109
Watch on TV: Olympics (summer)	26,513	21.9%	111
Watch on TV: Olympics (winter)	28,670	23.7%	110
Watch on TV: rodeo	4,197	3.5%	99
Watch on TV: soccer (MLS)	7,860	6.5%	123
Watch on TV: soccer (World Cup)	13,531	11.2%	107
Watch on TV: tennis (men`s)	9,032	7.5%	102
Watch on TV: tennis (women`s)	8,281	6.8%	96
Watch on TV: track & field	7,035	5.8%	119
Watch on TV: volleyball (pro beach)	4,561	3.8%	110
Watch on TV: wrestling (WWE)	5,965	4.9%	88
Interest in sports: college basketball Super Fan	4,336	3.6%	96
Interest in sports: college football Super Fan	8,260	6.8%	98
Interest in sports: golf Super Fan	1,932	1.6%	87
Interest in sports: high school sports Super Fan	3,476	2.9%	84
Interest in sports: MLB Super Fan	6,465	5.3%	100
Interest in sports: NASCAR Super Fan	2,616	2.2%	67
Interest in sports: NBA Super Fan	6,151	5.1%	91
Interest in sports: NFL Super Fan	17,089	14.1%	100
Interest in sports: NHL Super Fan	3,578	3.0%	82
Interest in sports: soccer Super Fan	4,264	3.5%	110

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	11,483	9.5%	79
Member of charitable organization	4,601	3.8%	89
Member of church board	3,465	2.9%	90
Member of fraternal order	2,297	1.9%	75
Member of religious club	4,353	3.6%	93
Member of union	3,386	2.8%	78
Member of veterans club	2,180	1.8%	77
Attended adult education course in last 12 months	10,712	8.9%	120
Went to art gallery in last 12 months	11,752	9.7%	131
Attended auto show in last 12 months	7,105	5.9%	91
Did baking in last 12 months	32,558	26.9%	114
Went to bar/night club in last 12 months	24,028	19.9%	118
Went to beach in last 12 months	32,880	27.2%	107
Played billiards/pool in last 12 months	11,905	9.8%	127
Played bingo in last 12 months	5,024	4.2%	103
Did birdwatching in last 12 months	5,132	4.2%	94
Played board game in last 12 months	20,258	16.8%	124
Read book in last 12 months	43,760	36.2%	108
Participated in book club in last 12 months	4,137	3.4%	120
Went on overnight camping trip in last 12 months	19,224	15.9%	131
Played cards in last 12 months	22,582	18.7%	123
Played chess in last 12 months	4,491	3.7%	117
Played computer game (offline w/software)/12 months	8,739	7.2%	112
Played computer game (online w/software)/12 months	9,902	8.2%	113
Played computer game (online w/o software)/12 months	11,817	9.8%	107
Cooked for fun in last 12 months	33,756	27.9%	118
Did crossword puzzle in last 12 months	13,139	10.9%	109
Danced/went dancing in last 12 months	11,072	9.2%	120
Attended dance performance in last 12 months	8,368	6.9%	156
Dined out in last 12 months	58,862	48.7%	108
Participated in fantasy sports league last 12 months	7,918	6.5%	144
Did furniture refinishing in last 12 months	5,026	4.2%	116
Gambled at casino in last 12 months	14,969	12.4%	89
Gambled in Atlantic City in last 12 months	1,846	1.5%	66
Gambled in Las Vegas in last 12 months	5,051	4.2%	105
Participate in indoor gardening/plant care	10,131	8.4%	91
Attended horse races in last 12 months	2,807	2.3%	87
Participated in karaoke in last 12 months	3,924	3.2%	93
Bought lottery ticket in last 12 months	38,183	31.6%	88
Played lottery 6+ times in last 30 days	10,896	9.0%	78
Bought lottery ticket in last 12 months: Daily Drawing	3,240	2.7%	75
Bought lottery ticket in last 12 months: Instant Game	20,904	17.3%	94
Bought lottery ticket in last 12 months: Mega Millions	16,944	14.0%	82
Bought lottery ticket in last 12 months: Powerball	21,894	18.1%	89
Attended a movie in last 6 months	78,570	65.0%	110
Attended movie in last 90 days: once/week or more	3,044	2.5%	105
Attended movie in last 90 days: 2-3 times a month	7,620	6.3%	110
Attended movie in last 90 days: once a month	14,714	12.2%	123
Attended movie in last 90 days: < once a month	46,127	38.2%	109
Movie genre seen at theater/6 months: action	35,176	29.1%	116

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	42,352	35.0%	118
Movie genre seen at theater/6 months: comedy	37,050	30.6%	115
Movie genre seen at theater/6 months: crime	21,137	17.5%	116
Movie genre seen at theater/6 months: drama	32,686	27.0%	113
Movie genre seen at theater/6 months: family	13,027	10.8%	116
Movie genre seen at theater/6 months: fantasy	25,168	20.8%	127
Movie genre seen at theater/6 months: horror	10,213	8.4%	104
Movie genre seen at theater/6 months: romance	15,077	12.5%	131
Movie genre seen at theater/6 months: science fiction	25,278	20.9%	116
Movie genre seen at theater/6 months: thriller	23,566	19.5%	115
Went to museum in last 12 months	18,087	15.0%	121
Attended classical music/opera performance/12 months	6,968	5.8%	144
Attended country music performance in last 12 months	7,737	6.4%	109
Attended rock music performance in last 12 months	14,779	12.2%	131
Played musical instrument in last 12 months	9,435	7.8%	122
Did painting/drawing in last 12 months	10,843	9.0%	143
Did photo album/scrapbooking in last 12 months	8,376	6.9%	128
Did photography in last 12 months	15,573	12.9%	124
Did Sudoku puzzle in last 12 months	12,535	10.4%	113
Went to live theater in last 12 months	18,729	15.5%	119
Visited a theme park in last 12 months	23,139	19.1%	107
Visited a theme park 5+ times in last 12 months	5,680	4.7%	115
Participated in trivia games in last 12 months	7,770	6.4%	122
Played video/electronic game (console) last 12 months	16,018	13.2%	134
Played video/electronic game (portable) last 12 months	6,487	5.4%	119
Visited an indoor water park in last 12 months	3,320	2.7%	95
Did woodworking in last 12 months	5,383	4.5%	99
Participated in word games in last 12 months	13,732	11.4%	114
Went to zoo in last 12 months	16,904	14.0%	122
Purchased DVDs in last 30 days: 1	4,077	3.4%	111
Purchased DVDs in last 30 days: 2	2,823	2.3%	99
Purchased DVDs in last 30 days: 3+	6,619	5.5%	107
Purchased DVD/Blu-ray disc online in last 12 months	8,456	7.0%	111
Rented DVDs in last 30 days: 1	5,229	4.3%	122
Rented DVDs in last 30 days: 2	6,763	5.6%	122
Rented DVDs in last 30 days: 3+	17,395	14.4%	116
Rented movie/oth video/30 days: action/adventure	33,444	27.7%	118
Rented movie/oth video/30 days: classics	8,657	7.2%	112
Rented movie/oth video/30 days: comedy	34,614	28.6%	123
Rented movie/oth video/30 days: drama	22,143	18.3%	116
Rented movie/oth video/30 days: family/children	16,405	13.6%	128
Rented movie/oth video/30 days: foreign	3,316	2.7%	116
Rented movie/oth video/30 days: horror	11,128	9.2%	112
Rented movie/oth video/30 days: musical	4,293	3.6%	122
Rented movie/oth video/30 days: news/documentary	4,791	4.0%	110
Rented movie/oth video/30 days: romance	11,451	9.5%	112
Rented movie/oth video/30 days: science fiction	11,923	9.9%	126
Rented movie/oth video/30 days: TV show	11,673	9.7%	119
Rented movie/oth video/30 days: western	3,095	2.6%	102

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	6,772	5.6%	110
Rented DVD/Blu-ray/30 days: from netflix.com	17,995	14.9%	119
Rented/purch DVD/Blu-ray/30 days: from Redbox	29,367	24.3%	128
HH owns ATV/UTV	2,245	3.7%	78
Bought any children`s toy/game in last 12 months	41,697	34.5%	106
Spent on toys/games for child last 12 months: <\$50	7,353	6.1%	104
Spent on toys/games for child last 12 months: \$50-99	3,283	2.7%	103
Spent on toys/games for child last 12 months: \$100-199	9,029	7.5%	115
Spent on toys/games for child last 12 months: \$200-499	11,230	9.3%	104
Spent on toys/games for child last 12 months: \$500+	6,025	5.0%	104
Bought any toys/games online in last 12 months	9,627	8.0%	105
Bought infant toy in last 12 months	10,432	8.6%	125
Bought pre-school toy in last 12 months	8,875	7.3%	110
Bought for child last 12 months: boy action figure	10,926	9.0%	114
Bought for child last 12 months: girl action figure	4,413	3.7%	106
Bought for child last 12 months: action game	3,079	2.5%	97
Bought for child last 12 months: bicycle	8,964	7.4%	113
Bought for child last 12 months: board game	13,850	11.5%	111
Bought for child last 12 months: builder set	6,762	5.6%	112
Bought for child last 12 months: car	12,819	10.6%	119
Bought for child last 12 months: construction toy	6,760	5.6%	102
Bought for child last 12 months: fashion doll	6,046	5.0%	111
Bought for child last 12 months: large/baby doll	8,443	7.0%	107
Bought for child last 12 months: doll accessories	4,993	4.1%	105
Bought for child last 12 months: doll clothing	5,748	4.8%	118
Bought for child last 12 months: educational toy	14,440	11.9%	105
Bought for child last 12 months: electronic doll/animal	2,700	2.2%	88
Bought for child last 12 months: electronic game	9,585	7.9%	108
Bought for child last 12 months: mechanical toy	3,669	3.0%	87
Bought for child last 12 months: model kit/set	3,435	2.8%	105
Bought for child last 12 months: plush doll/animal	10,156	8.4%	108
Bought for child last 12 months: sound game	2,135	1.8%	94
Bought for child last 12 months: water toy	11,337	9.4%	103
Bought for child last 12 months: word game	3,738	3.1%	102

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	19,086	15.8%	111
Bought hardcover book in last 12 months	28,697	23.7%	116
Bought paperback book in last 12 months	40,004	33.1%	111
Bought 1-3 books in last 12 months	24,454	20.2%	106
Bought 4-6 books in last 12 months	13,491	11.2%	108
Bought 7+ books in last 12 months	22,211	18.4%	108
Bought book (fiction) in last 12 months	37,277	30.8%	114
Bought book (non-fiction) in last 12 months	31,386	26.0%	112
Bought biography in last 12 months	8,492	7.0%	98
Bought children`s book in last 12 months	11,635	9.6%	105
Bought cookbook in last 12 months	8,789	7.3%	98
Bought history book in last 12 months	9,879	8.2%	104
Bought mystery book in last 12 months	14,718	12.2%	107
Bought novel in last 12 months	21,856	18.1%	118
Bought religious book (not bible) in last 12 mo	8,011	6.6%	104
Bought romance book in last 12 months	8,065	6.7%	99
Bought science fiction book in last 12 months	9,349	7.7%	134
Bought personal/business self-help book last 12 months	7,891	6.5%	111
Bought travel book in last 12 months	2,511	2.1%	102
Bought book online in last 12 months	25,838	21.4%	111
Bought book last 12 months: amazon.com	24,731	20.5%	112
Bought book last 12 months: barnes&noble.com	2,703	2.2%	84
Bought book last 12 months: Barnes & Noble book store	16,605	13.7%	100
Bought book last 12 months: other book store (not B&N)	18,101	15.0%	134
Bought book last 12 months: mail order	2,347	1.9%	88
Listened to/purchased audiobook in last 6 months	6,828	5.6%	124

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Demographic Summary		2017	2022
Population		254,622	280,176
Population 18+		191,998	211,291
Households		94,690	104,364
Median Household Income		\$46,449	\$50,380

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	18,241	9.5%	115
Participated in archery in last 12 months	5,637	2.9%	104
Participated in backpacking in last 12 months	7,949	4.1%	129
Participated in baseball in last 12 months	9,736	5.1%	111
Participated in basketball in last 12 months	19,627	10.2%	121
Participated in bicycling (mountain) in last 12 months	8,547	4.5%	109
Participated in bicycling (road) in last 12 months	20,672	10.8%	105
Participated in boating (power) in last 12 months	9,823	5.1%	102
Participated in bowling in last 12 months	22,052	11.5%	120
Participated in canoeing/kayaking in last 12 months	12,721	6.6%	114
Participated in fishing (fresh water) in last 12 months	23,190	12.1%	101
Participated in fishing (salt water) in last 12 months	7,188	3.7%	91
Participated in football in last 12 months	11,799	6.1%	121
Participated in Frisbee in last 12 months	11,370	5.9%	131
Participated in golf in last 12 months	18,247	9.5%	109
Participated in hiking in last 12 months	22,079	11.5%	111
Participated in horseback riding in last 12 months	5,253	2.7%	118
Participated in hunting with rifle in last 12 months	8,481	4.4%	100
Participated in hunting with shotgun in last 12 months	7,623	4.0%	108
Participated in ice skating in last 12 months	5,596	2.9%	106
Participated in jogging/running in last 12 months	32,281	16.8%	125
Participated in motorcycling in last 12 months	5,585	2.9%	96
Participated in Pilates in last 12 months	6,547	3.4%	128
Participated in ping pong in last 12 mos	11,281	5.9%	139
Participated in rock climbing in last 12 mos	6,108	3.2%	163
Participated in roller skating in last 12 mos	3,954	2.1%	107
Participated in skiing (downhill) in last 12 months	5,865	3.1%	113
Participated in soccer in last 12 months	10,280	5.4%	124
Participated in softball in last 12 months	7,230	3.8%	115
Participated in swimming in last 12 months	33,678	17.5%	113
Participated in target shooting in last 12 months	9,772	5.1%	110
Participated in tennis in last 12 months	7,779	4.1%	106
Participated in volleyball in last 12 months	7,388	3.8%	115
Participated in walking for exercise in last 12 months	52,073	27.1%	100
Participated in weight lifting in last 12 months	22,032	11.5%	113
Participated in yoga in last 12 months	16,128	8.4%	110
Participated in Zumba in last 12 mos	8,448	4.4%	103
Spent on sports/rec equip in last 12 months: \$1-99	12,261	6.4%	101
Spent on sports/rec equip in last 12 months: \$100-\$249	12,532	6.5%	104
Spent on sports/rec equip in last 12 months: \$250+	16,468	8.6%	111
Attend sports events	40,605	21.1%	106
Attend sports events: baseball game - MLB reg seas	13,046	6.8%	92
Attend sports events: basketball game (college)	5,190	2.7%	120
Attend sports events: basketball game-NBA reg seas	3,662	1.9%	92
Attend sports events: football game (college)	9,610	5.0%	112
Attend sports events: football game-NFL Mon/Thurs	3,778	2.0%	100
Attend sports events: football game - NFL weekend	6,653	3.5%	101
Attend sports events: high school sports	9,840	5.1%	115

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	25,388	13.2%	99
Watch sports on TV	117,001	60.9%	101
Watch on TV: alpine skiing/ski jumping	11,273	5.9%	102
Watch on TV: auto racing (NASCAR)	24,078	12.5%	102
Watch on TV: auto racing (not NASCAR)	9,143	4.8%	95
Watch on TV: baseball (MLB regular season)	38,439	20.0%	93
Watch on TV: baseball (MLB playoffs/World Series)	36,225	18.9%	95
Watch on TV: basketball (college)	29,435	15.3%	106
Watch on TV: basketball (NCAA tournament)	28,354	14.8%	105
Watch on TV: basketball (NBA regular season)	31,054	16.2%	101
Watch on TV: basketball (NBA playoffs/finals)	35,837	18.7%	105
Watch on TV: basketball (WNBA)	6,113	3.2%	85
Watch on TV: bicycle racing	6,284	3.3%	107
Watch on TV: bowling	4,818	2.5%	94
Watch on TV: boxing	12,695	6.6%	91
Watch on TV: bull riding (pro)	7,859	4.1%	105
Watch on TV: Equestrian events	5,215	2.7%	97
Watch on TV: extreme sports (summer)	11,635	6.1%	122
Watch on TV: extreme sports (winter)	13,243	6.9%	119
Watch on TV: figure skating	17,372	9.0%	102
Watch on TV: fishing	10,116	5.3%	94
Watch on TV: football (college)	52,425	27.3%	109
Watch on TV: football (NFL Mon/Thurs night games)	65,092	33.9%	102
Watch on TV: football (NFL weekend games)	69,731	36.3%	103
Watch on TV: football (NFL playoffs/Super Bowl)	71,637	37.3%	102
Watch on TV: golf (PGA)	23,707	12.3%	94
Watch on TV: golf (LPGA)	7,638	4.0%	94
Watch on TV: gymnastics	12,660	6.6%	108
Watch on TV: high school sports	10,451	5.4%	102
Watch on TV: horse racing (at track or OTB)	6,197	3.2%	98
Watch on TV: ice hockey (NHL regular season)	17,392	9.1%	96
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	17,216	9.0%	95
Watch on TV: marathon/road running/triathlon	3,842	2.0%	93
Watch on TV: mixed martial arts (MMA)	9,725	5.1%	109
Watch on TV: motorcycle racing	7,268	3.8%	109
Watch on TV: Olympics (summer)	40,212	20.9%	106
Watch on TV: Olympics (winter)	43,370	22.6%	105
Watch on TV: rodeo	7,123	3.7%	105
Watch on TV: soccer (MLS)	11,586	6.0%	114
Watch on TV: soccer (World Cup)	20,520	10.7%	103
Watch on TV: tennis (men`s)	13,721	7.1%	98
Watch on TV: tennis (women`s)	12,820	6.7%	93
Watch on TV: track & field	10,370	5.4%	111
Watch on TV: volleyball (pro beach)	7,030	3.7%	106
Watch on TV: wrestling (WWE)	10,308	5.4%	95
Interest in sports: college basketball Super Fan	7,049	3.7%	99
Interest in sports: college football Super Fan	13,534	7.0%	101
Interest in sports: golf Super Fan	3,180	1.7%	90
Interest in sports: high school sports Super Fan	6,030	3.1%	92
Interest in sports: MLB Super Fan	9,940	5.2%	96
Interest in sports: NASCAR Super Fan	4,956	2.6%	80
Interest in sports: NBA Super Fan	9,505	5.0%	88
Interest in sports: NFL Super Fan	27,067	14.1%	100
Interest in sports: NHL Super Fan	5,694	3.0%	82
Interest in sports: soccer Super Fan	6,495	3.4%	106

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Sports and Leisure Market Potential

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	18,593	9.7%	81
Member of charitable organization	7,176	3.7%	88
Member of church board	5,640	2.9%	93
Member of fraternal order	3,973	2.1%	82
Member of religious club	6,879	3.6%	93
Member of union	5,605	2.9%	82
Member of veterans club	3,608	1.9%	80
Attended adult education course in last 12 months	15,568	8.1%	110
Went to art gallery in last 12 months	15,799	8.2%	111
Attended auto show in last 12 months	11,548	6.0%	93
Did baking in last 12 months	49,082	25.6%	108
Went to bar/night club in last 12 months	34,744	18.1%	108
Went to beach in last 12 months	49,211	25.6%	101
Played billiards/pool in last 12 months	17,254	9.0%	116
Played bingo in last 12 months	7,800	4.1%	101
Did birdwatching in last 12 months	8,186	4.3%	94
Played board game in last 12 months	29,905	15.6%	116
Read book in last 12 months	66,781	34.8%	103
Participated in book club in last 12 months	6,035	3.1%	110
Went on overnight camping trip in last 12 months	27,949	14.6%	120
Played cards in last 12 months	32,852	17.1%	113
Played chess in last 12 months	6,611	3.4%	108
Played computer game (offline w/software)/12 months	13,143	6.8%	106
Played computer game (online w/software)/12 months	14,895	7.8%	107
Played computer game (online w/o software)/12 months	18,302	9.5%	104
Cooked for fun in last 12 months	50,076	26.1%	111
Did crossword puzzle in last 12 months	19,756	10.3%	103
Danced/went dancing in last 12 months	16,171	8.4%	110
Attended dance performance in last 12 months	11,008	5.7%	129
Dined out in last 12 months	90,449	47.1%	104
Participated in fantasy sports league last 12 months	11,292	5.9%	130
Did furniture refinishing in last 12 months	7,677	4.0%	111
Gambled at casino in last 12 months	24,421	12.7%	92
Gambled in Atlantic City in last 12 months	2,747	1.4%	62
Gambled in Las Vegas in last 12 months	8,433	4.4%	110
Participate in indoor gardening/plant care	16,130	8.4%	91
Attended horse races in last 12 months	4,480	2.3%	88
Participated in karaoke in last 12 months	6,376	3.3%	95
Bought lottery ticket in last 12 months	62,063	32.3%	90
Played lottery 6+ times in last 30 days	18,485	9.6%	84
Bought lottery ticket in last 12 months: Daily Drawing	5,397	2.8%	78
Bought lottery ticket in last 12 months: Instant Game	32,933	17.2%	93
Bought lottery ticket in last 12 months: Mega Millions	28,162	14.7%	86
Bought lottery ticket in last 12 months: Powerball	36,149	18.8%	92
Attended a movie in last 6 months	119,823	62.4%	106
Attended movie in last 90 days: once/week or more	4,906	2.6%	106
Attended movie in last 90 days: 2-3 times a month	11,639	6.1%	106
Attended movie in last 90 days: once a month	21,298	11.1%	112
Attended movie in last 90 days: < once a month	70,831	36.9%	105
Movie genre seen at theater/6 months: action	53,257	27.7%	111

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Sports and Leisure Market Potential

Fayetteville, Arkansas
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Movie genre seen at theater/6 months: adventure	63,514	33.1%	112
Movie genre seen at theater/6 months: comedy	56,445	29.4%	110
Movie genre seen at theater/6 months: crime	31,588	16.5%	109
Movie genre seen at theater/6 months: drama	48,782	25.4%	106
Movie genre seen at theater/6 months: family	20,267	10.6%	114
Movie genre seen at theater/6 months: fantasy	36,906	19.2%	117
Movie genre seen at theater/6 months: horror	15,916	8.3%	102
Movie genre seen at theater/6 months: romance	21,001	10.9%	115
Movie genre seen at theater/6 months: science fiction	37,878	19.7%	109
Movie genre seen at theater/6 months: thriller	35,311	18.4%	108
Went to museum in last 12 months	26,031	13.6%	110
Attended classical music/opera performance/12 months	9,098	4.7%	119
Attended country music performance in last 12 months	12,059	6.3%	107
Attended rock music performance in last 12 months	20,859	10.9%	116
Played musical instrument in last 12 months	13,749	7.2%	112
Did painting/drawing in last 12 months	15,340	8.0%	127
Did photo album/scrapbooking in last 12 months	12,357	6.4%	119
Did photography in last 12 months	22,891	11.9%	115
Did Sudoku puzzle in last 12 months	19,173	10.0%	109
Went to live theater in last 12 months	26,989	14.1%	108
Visited a theme park in last 12 months	36,545	19.0%	106
Visited a theme park 5+ times in last 12 months	8,989	4.7%	115
Participated in trivia games in last 12 months	11,143	5.8%	110
Played video/electronic game (console) last 12 months	23,303	12.1%	122
Played video/electronic game (portable) last 12 months	9,982	5.2%	116
Visited an indoor water park in last 12 months	5,559	2.9%	100
Did woodworking in last 12 months	8,423	4.4%	98
Participated in word games in last 12 months	20,649	10.8%	108
Went to zoo in last 12 months	25,254	13.2%	115
Purchased DVDs in last 30 days: 1	6,524	3.4%	112
Purchased DVDs in last 30 days: 2	4,805	2.5%	106
Purchased DVDs in last 30 days: 3+	10,616	5.5%	108
Purchased DVD/Blu-ray disc online in last 12 months	13,170	6.9%	109
Rented DVDs in last 30 days: 1	7,843	4.1%	116
Rented DVDs in last 30 days: 2	10,283	5.4%	116
Rented DVDs in last 30 days: 3+	27,081	14.1%	114
Rented movie/oth video/30 days: action/adventure	51,333	26.7%	114
Rented movie/oth video/30 days: classics	13,428	7.0%	110
Rented movie/oth video/30 days: comedy	52,127	27.1%	117
Rented movie/oth video/30 days: drama	33,698	17.6%	111
Rented movie/oth video/30 days: family/children	25,951	13.5%	128
Rented movie/oth video/30 days: foreign	4,798	2.5%	106
Rented movie/oth video/30 days: horror	17,873	9.3%	114
Rented movie/oth video/30 days: musical	6,223	3.2%	112
Rented movie/oth video/30 days: news/documentary	7,310	3.8%	105
Rented movie/oth video/30 days: romance	18,194	9.5%	112
Rented movie/oth video/30 days: science fiction	17,938	9.3%	119
Rented movie/oth video/30 days: TV show	17,313	9.0%	111
Rented movie/oth video/30 days: western	4,904	2.6%	101

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Sports and Leisure Market Potential

Fayetteville, Arkansas
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	10,374	5.4%	106
Rented DVD/Blu-ray/30 days: from netflix.com	27,253	14.2%	114
Rented/purch DVD/Blu-ray/30 days: from Redbox	45,146	23.5%	124
HH owns ATV/UTV	4,390	4.6%	97
Bought any children`s toy/game in last 12 months	67,491	35.2%	108
Spent on toys/games for child last 12 months: <\$50	12,010	6.3%	107
Spent on toys/games for child last 12 months: \$50-99	5,275	2.7%	104
Spent on toys/games for child last 12 months: \$100-199	14,056	7.3%	112
Spent on toys/games for child last 12 months: \$200-499	18,223	9.5%	107
Spent on toys/games for child last 12 months: \$500+	9,902	5.2%	107
Bought any toys/games online in last 12 months	15,351	8.0%	105
Bought infant toy in last 12 months	15,938	8.3%	120
Bought pre-school toy in last 12 months	14,135	7.4%	110
Bought for child last 12 months: boy action figure	17,057	8.9%	112
Bought for child last 12 months: girl action figure	7,117	3.7%	108
Bought for child last 12 months: action game	5,099	2.7%	101
Bought for child last 12 months: bicycle	14,357	7.5%	114
Bought for child last 12 months: board game	22,183	11.6%	112
Bought for child last 12 months: builder set	10,643	5.5%	111
Bought for child last 12 months: car	20,011	10.4%	117
Bought for child last 12 months: construction toy	11,144	5.8%	106
Bought for child last 12 months: fashion doll	9,566	5.0%	110
Bought for child last 12 months: large/baby doll	13,639	7.1%	109
Bought for child last 12 months: doll accessories	8,018	4.2%	106
Bought for child last 12 months: doll clothing	8,976	4.7%	116
Bought for child last 12 months: educational toy	23,220	12.1%	107
Bought for child last 12 months: electronic doll/animal	4,541	2.4%	93
Bought for child last 12 months: electronic game	15,486	8.1%	110
Bought for child last 12 months: mechanical toy	6,398	3.3%	96
Bought for child last 12 months: model kit/set	5,317	2.8%	102
Bought for child last 12 months: plush doll/animal	16,289	8.5%	109
Bought for child last 12 months: sound game	3,601	1.9%	100
Bought for child last 12 months: water toy	18,830	9.8%	107
Bought for child last 12 months: word game	5,999	3.1%	103

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Sports and Leisure Market Potential

Fayetteville, Arkansas
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	29,210	15.2%	107
Bought hardcover book in last 12 months	42,490	22.1%	108
Bought paperback book in last 12 months	60,677	31.6%	106
Bought 1-3 books in last 12 months	37,801	19.7%	103
Bought 4-6 books in last 12 months	20,720	10.8%	105
Bought 7+ books in last 12 months	33,949	17.7%	104
Bought book (fiction) in last 12 months	56,120	29.2%	108
Bought book (non-fiction) in last 12 months	47,284	24.6%	106
Bought biography in last 12 months	13,109	6.8%	95
Bought children`s book in last 12 months	18,516	9.6%	106
Bought cookbook in last 12 months	14,183	7.4%	99
Bought history book in last 12 months	14,902	7.8%	99
Bought mystery book in last 12 months	22,512	11.7%	103
Bought novel in last 12 months	32,375	16.9%	110
Bought religious book (not bible) in last 12 mo	13,095	6.8%	107
Bought romance book in last 12 months	13,056	6.8%	101
Bought science fiction book in last 12 months	13,300	6.9%	120
Bought personal/business self-help book last 12 months	12,017	6.3%	106
Bought travel book in last 12 months	3,816	2.0%	97
Bought book online in last 12 months	38,843	20.2%	105
Bought book last 12 months: amazon.com	36,933	19.2%	105
Bought book last 12 months: barnes&noble.com	4,528	2.4%	89
Bought book last 12 months: Barnes & Noble book store	25,579	13.3%	97
Bought book last 12 months: other book store (not B&N)	25,994	13.5%	121
Bought book last 12 months: mail order	3,975	2.1%	94
Listened to/purchased audiobook in last 6 months	9,740	5.1%	111

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