



Sports and Leisure Market Potential

Basin Rec
Area: 84.38 square miles

Prepared by Jeffrey B. Jones, AICP

Demographic Summary		2017	2022
Population		19,687	21,499
Population 18+		14,835	16,594
Households		7,027	7,654
Median Household Income		\$118,705	\$120,702
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,734	11.7%	142
Participated in archery in last 12 months	328	2.2%	78
Participated in backpacking in last 12 months	518	3.5%	109
Participated in baseball in last 12 months	708	4.8%	105
Participated in basketball in last 12 months	1,224	8.3%	98
Participated in bicycling (mountain) in last 12 months	925	6.2%	152
Participated in bicycling (road) in last 12 months	2,136	14.4%	140
Participated in boating (power) in last 12 months	812	5.5%	109
Participated in bowling in last 12 months	1,668	11.2%	117
Participated in canoeing/kayaking in last 12 months	1,092	7.4%	127
Participated in fishing (fresh water) in last 12 months	1,364	9.2%	77
Participated in fishing (salt water) in last 12 months	520	3.5%	85
Participated in football in last 12 months	700	4.7%	93
Participated in Frisbee in last 12 months	791	5.3%	118
Participated in golf in last 12 months	1,796	12.1%	138
Participated in hiking in last 12 months	2,284	15.4%	149
Participated in horseback riding in last 12 months	288	1.9%	84
Participated in hunting with rifle in last 12 months	433	2.9%	66
Participated in hunting with shotgun in last 12 months	395	2.7%	72
Participated in ice skating in last 12 months	517	3.5%	127
Participated in jogging/running in last 12 months	2,985	20.1%	150
Participated in motorcycling in last 12 months	353	2.4%	79
Participated in Pilates in last 12 months	610	4.1%	154
Participated in ping pong in last 12 mos	822	5.5%	131
Participated in rock climbing in last 12 mos	201	1.4%	69
Participated in roller skating in last 12 mos	207	1.4%	72
Participated in skiing (downhill) in last 12 months	660	4.4%	165
Participated in soccer in last 12 months	819	5.5%	128
Participated in softball in last 12 months	507	3.4%	105
Participated in swimming in last 12 months	3,014	20.3%	130
Participated in target shooting in last 12 months	651	4.4%	95
Participated in tennis in last 12 months	896	6.0%	159
Participated in volleyball in last 12 months	492	3.3%	99
Participated in walking for exercise in last 12 months	5,130	34.6%	128
Participated in weight lifting in last 12 months	2,143	14.4%	142
Participated in yoga in last 12 months	1,740	11.7%	154
Participated in Zumba in last 12 mos	827	5.6%	130
Spent on sports/rec equip in last 12 months: \$1-99	1,051	7.1%	112
Spent on sports/rec equip in last 12 months: \$100-\$249	1,214	8.2%	130
Spent on sports/rec equip in last 12 months: \$250+	1,556	10.5%	135
Attend sports events	4,273	28.8%	144
Attend sports events: baseball game - MLB reg seas	1,852	12.5%	169
Attend sports events: basketball game (college)	488	3.3%	146
Attend sports events: basketball game-NBA reg seas	523	3.5%	169
Attend sports events: football game (college)	1,053	7.1%	159
Attend sports events: football game-NFL Mon/Thurs	421	2.8%	144
Attend sports events: football game - NFL weekend	808	5.4%	158
Attend sports events: high school sports	669	4.5%	102

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	2,416	16.3%	121
Watch sports on TV	9,974	67.2%	111
Watch on TV: alpine skiing/ski jumping	1,094	7.4%	128
Watch on TV: auto racing (NASCAR)	1,369	9.2%	75
Watch on TV: auto racing (not NASCAR)	652	4.4%	87
Watch on TV: baseball (MLB regular season)	4,018	27.1%	126
Watch on TV: baseball (MLB playoffs/World Series)	3,498	23.6%	119
Watch on TV: basketball (college)	2,479	16.7%	116
Watch on TV: basketball (NCAA tournament)	2,537	17.1%	121
Watch on TV: basketball (NBA regular season)	2,535	17.1%	107
Watch on TV: basketball (NBA playoffs/finals)	2,910	19.6%	110
Watch on TV: basketball (WNBA)	441	3.0%	80
Watch on TV: bicycle racing	581	3.9%	128
Watch on TV: bowling	299	2.0%	76
Watch on TV: boxing	781	5.3%	73
Watch on TV: bull riding (pro)	341	2.3%	59
Watch on TV: Equestrian events	361	2.4%	86
Watch on TV: extreme sports (summer)	797	5.4%	108
Watch on TV: extreme sports (winter)	1,037	7.0%	120
Watch on TV: figure skating	1,569	10.6%	119
Watch on TV: fishing	532	3.6%	64
Watch on TV: football (college)	4,461	30.1%	120
Watch on TV: football (NFL Mon/Thurs night games)	5,733	38.6%	116
Watch on TV: football (NFL weekend games)	6,186	41.7%	118
Watch on TV: football (NFL playoffs/Super Bowl)	6,270	42.3%	116
Watch on TV: golf (PGA)	2,488	16.8%	127
Watch on TV: golf (LPGA)	712	4.8%	114
Watch on TV: gymnastics	961	6.5%	106
Watch on TV: high school sports	719	4.8%	91
Watch on TV: horse racing (at track or OTB)	466	3.1%	95
Watch on TV: ice hockey (NHL regular season)	2,062	13.9%	148
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	2,047	13.8%	146
Watch on TV: marathon/road running/triathlon	332	2.2%	104
Watch on TV: mixed martial arts (MMA)	549	3.7%	80
Watch on TV: motorcycle racing	420	2.8%	81
Watch on TV: Olympics (summer)	3,721	25.1%	127
Watch on TV: Olympics (winter)	4,272	28.8%	134
Watch on TV: rodeo	323	2.2%	62
Watch on TV: soccer (MLS)	868	5.9%	111
Watch on TV: soccer (World Cup)	2,119	14.3%	137
Watch on TV: tennis (men`s)	1,562	10.5%	144
Watch on TV: tennis (women`s)	1,427	9.6%	135
Watch on TV: track & field	715	4.8%	99
Watch on TV: volleyball (pro beach)	525	3.5%	103
Watch on TV: wrestling (WWE)	410	2.8%	49
Interest in sports: college basketball Super Fan	463	3.1%	84
Interest in sports: college football Super Fan	1,017	6.9%	99
Interest in sports: golf Super Fan	290	2.0%	106
Interest in sports: high school sports Super Fan	458	3.1%	90
Interest in sports: MLB Super Fan	747	5.0%	94
Interest in sports: NASCAR Super Fan	272	1.8%	57
Interest in sports: NBA Super Fan	689	4.6%	83
Interest in sports: NFL Super Fan	2,030	13.7%	97
Interest in sports: NHL Super Fan	609	4.1%	114
Interest in sports: soccer Super Fan	430	2.9%	91

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	2,025	13.7%	114
Member of charitable organization	876	5.9%	138
Member of church board	392	2.6%	83
Member of fraternal order	438	3.0%	116
Member of religious club	627	4.2%	109
Member of union	656	4.4%	124
Member of veterans club	304	2.0%	87
Attended adult education course in last 12 months	1,336	9.0%	122
Went to art gallery in last 12 months	1,467	9.9%	133
Attended auto show in last 12 months	992	6.7%	103
Did baking in last 12 months	4,450	30.0%	127
Went to bar/night club in last 12 months	3,157	21.3%	127
Went to beach in last 12 months	5,439	36.7%	144
Played billiards/pool in last 12 months	1,099	7.4%	96
Played bingo in last 12 months	451	3.0%	76
Did birdwatching in last 12 months	755	5.1%	112
Played board game in last 12 months	2,497	16.8%	125
Read book in last 12 months	6,201	41.8%	124
Participated in book club in last 12 months	539	3.6%	128
Went on overnight camping trip in last 12 months	2,035	13.7%	113
Played cards in last 12 months	2,591	17.5%	115
Played chess in last 12 months	423	2.9%	90
Played computer game (offline w/software)/12 months	1,042	7.0%	109
Played computer game (online w/software)/12 months	1,107	7.5%	103
Played computer game (online w/o software)/12 months	1,355	9.1%	100
Cooked for fun in last 12 months	4,383	29.5%	125
Did crossword puzzle in last 12 months	1,580	10.7%	107
Danced/went dancing in last 12 months	1,225	8.3%	108
Attended dance performance in last 12 months	736	5.0%	112
Dined out in last 12 months	8,491	57.2%	127
Participated in fantasy sports league last 12 months	888	6.0%	132
Did furniture refinishing in last 12 months	611	4.1%	115
Gambled at casino in last 12 months	2,505	16.9%	122
Gambled in Atlantic City in last 12 months	394	2.7%	115
Gambled in Las Vegas in last 12 months	823	5.5%	139
Participate in indoor gardening/plant care	1,517	10.2%	111
Attended horse races in last 12 months	411	2.8%	104
Participated in karaoke in last 12 months	466	3.1%	90
Bought lottery ticket in last 12 months	5,683	38.3%	107
Played lottery 6+ times in last 30 days	1,495	10.1%	88
Bought lottery ticket in last 12 months: Daily Drawing	434	2.9%	81
Bought lottery ticket in last 12 months: Instant Game	2,431	16.4%	89
Bought lottery ticket in last 12 months: Mega Millions	3,120	21.0%	123
Bought lottery ticket in last 12 months: Powerball	3,624	24.4%	120
Attended a movie in last 6 months	10,449	70.4%	119
Attended movie in last 90 days: once/week or more	311	2.1%	87
Attended movie in last 90 days: 2-3 times a month	1,040	7.0%	123
Attended movie in last 90 days: once a month	1,944	13.1%	132
Attended movie in last 90 days: < once a month	6,362	42.9%	122
Movie genre seen at theater/6 months: action	4,484	30.2%	120

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	5,509	37.1%	125
Movie genre seen at theater/6 months: comedy	4,586	30.9%	116
Movie genre seen at theater/6 months: crime	2,669	18.0%	119
Movie genre seen at theater/6 months: drama	4,392	29.6%	123
Movie genre seen at theater/6 months: family	1,507	10.2%	109
Movie genre seen at theater/6 months: fantasy	2,850	19.2%	117
Movie genre seen at theater/6 months: horror	1,241	8.4%	103
Movie genre seen at theater/6 months: romance	1,750	11.8%	124
Movie genre seen at theater/6 months: science fiction	3,228	21.8%	120
Movie genre seen at theater/6 months: thriller	3,281	22.1%	130
Went to museum in last 12 months	2,857	19.3%	156
Attended classical music/opera performance/12 months	738	5.0%	124
Attended country music performance in last 12 months	933	6.3%	107
Attended rock music performance in last 12 months	1,864	12.6%	134
Played musical instrument in last 12 months	1,041	7.0%	109
Did painting/drawing in last 12 months	966	6.5%	104
Did photo album/scrapbooking in last 12 months	949	6.4%	118
Did photography in last 12 months	1,991	13.4%	129
Did Sudoku puzzle in last 12 months	1,675	11.3%	123
Went to live theater in last 12 months	2,722	18.3%	141
Visited a theme park in last 12 months	3,604	24.3%	136
Visited a theme park 5+ times in last 12 months	895	6.0%	148
Participated in trivia games in last 12 months	848	5.7%	109
Played video/electronic game (console) last 12 months	1,308	8.8%	89
Played video/electronic game (portable) last 12 months	613	4.1%	92
Visited an indoor water park in last 12 months	552	3.7%	129
Did woodworking in last 12 months	562	3.8%	85
Participated in word games in last 12 months	1,702	11.5%	115
Went to zoo in last 12 months	2,231	15.0%	131
Purchased DVDs in last 30 days: 1	584	3.9%	130
Purchased DVDs in last 30 days: 2	366	2.5%	104
Purchased DVDs in last 30 days: 3+	566	3.8%	75
Purchased DVD/Blu-ray disc online in last 12 months	1,318	8.9%	141
Rented DVDs in last 30 days: 1	777	5.2%	148
Rented DVDs in last 30 days: 2	756	5.1%	111
Rented DVDs in last 30 days: 3+	1,902	12.8%	103
Rented movie/oth video/30 days: action/adventure	4,151	28.0%	119
Rented movie/oth video/30 days: classics	1,129	7.6%	119
Rented movie/oth video/30 days: comedy	4,025	27.1%	117
Rented movie/oth video/30 days: drama	2,910	19.6%	124
Rented movie/oth video/30 days: family/children	1,722	11.6%	110
Rented movie/oth video/30 days: foreign	404	2.7%	115
Rented movie/oth video/30 days: horror	832	5.6%	68
Rented movie/oth video/30 days: musical	339	2.3%	79
Rented movie/oth video/30 days: news/documentary	540	3.6%	101
Rented movie/oth video/30 days: romance	1,489	10.0%	119
Rented movie/oth video/30 days: science fiction	1,260	8.5%	108
Rented movie/oth video/30 days: TV show	1,422	9.6%	118
Rented movie/oth video/30 days: western	261	1.8%	70

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	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,158	7.8%	153
Rented DVD/Blu-ray/30 days: from netflix.com	2,428	16.4%	131
Rented/purch DVD/Blu-ray/30 days: from Redbox	3,441	23.2%	123
HH owns ATV/UTV	250	3.6%	75
Bought any children`s toy/game in last 12 months	5,079	34.2%	105
Spent on toys/games for child last 12 months: <\$50	651	4.4%	75
Spent on toys/games for child last 12 months: \$50-99	414	2.8%	106
Spent on toys/games for child last 12 months: \$100-199	1,006	6.8%	104
Spent on toys/games for child last 12 months: \$200-499	1,493	10.1%	113
Spent on toys/games for child last 12 months: \$500+	953	6.4%	134
Bought any toys/games online in last 12 months	1,683	11.3%	149
Bought infant toy in last 12 months	1,097	7.4%	107
Bought pre-school toy in last 12 months	1,100	7.4%	111
Bought for child last 12 months: boy action figure	1,142	7.7%	97
Bought for child last 12 months: girl action figure	477	3.2%	94
Bought for child last 12 months: action game	279	1.9%	72
Bought for child last 12 months: bicycle	1,099	7.4%	113
Bought for child last 12 months: board game	1,774	12.0%	116
Bought for child last 12 months: builder set	727	4.9%	98
Bought for child last 12 months: car	1,227	8.3%	93
Bought for child last 12 months: construction toy	890	6.0%	109
Bought for child last 12 months: fashion doll	683	4.6%	102
Bought for child last 12 months: large/baby doll	871	5.9%	90
Bought for child last 12 months: doll accessories	651	4.4%	111
Bought for child last 12 months: doll clothing	653	4.4%	109
Bought for child last 12 months: educational toy	1,884	12.7%	112
Bought for child last 12 months: electronic doll/animal	321	2.2%	85
Bought for child last 12 months: electronic game	1,197	8.1%	110
Bought for child last 12 months: mechanical toy	599	4.0%	116
Bought for child last 12 months: model kit/set	470	3.2%	117
Bought for child last 12 months: plush doll/animal	1,136	7.7%	99
Bought for child last 12 months: sound game	207	1.4%	74
Bought for child last 12 months: water toy	1,522	10.3%	112
Bought for child last 12 months: word game	400	2.7%	89

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	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	3,244	21.9%	154
Bought hardcover book in last 12 months	3,905	26.3%	128
Bought paperback book in last 12 months	5,285	35.6%	119
Bought 1-3 books in last 12 months	3,329	22.4%	118
Bought 4-6 books in last 12 months	1,929	13.0%	126
Bought 7+ books in last 12 months	3,206	21.6%	127
Bought book (fiction) in last 12 months	5,291	35.7%	131
Bought book (non-fiction) in last 12 months	4,338	29.2%	126
Bought biography in last 12 months	1,375	9.3%	129
Bought children`s book in last 12 months	1,609	10.8%	119
Bought cookbook in last 12 months	1,241	8.4%	113
Bought history book in last 12 months	1,626	11.0%	140
Bought mystery book in last 12 months	2,106	14.2%	125
Bought novel in last 12 months	3,174	21.4%	139
Bought religious book (not bible) in last 12 mo	934	6.3%	99
Bought romance book in last 12 months	1,046	7.1%	105
Bought science fiction book in last 12 months	944	6.4%	111
Bought personal/business self-help book last 12 months	1,144	7.7%	131
Bought travel book in last 12 months	417	2.8%	138
Bought book online in last 12 months	4,619	31.1%	161
Bought book last 12 months: amazon.com	4,221	28.5%	156
Bought book last 12 months: barnes&noble.com	610	4.1%	154
Bought book last 12 months: Barnes & Noble book store	2,868	19.3%	141
Bought book last 12 months: other book store (not B&N)	1,855	12.5%	112
Bought book last 12 months: mail order	238	1.6%	72
Listened to/purchased audiobook in last 6 months	935	6.3%	138

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