



Sports and Leisure Market Potential

Lake Wales city, FL (1238950)

Geography: Place

Demographic Summary		2020	2025
Population		16,356	17,527
Population 18+		12,670	13,479
Households		6,511	6,948
Median Household Income		\$41,779	\$44,739
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	662	5.2%	74
Participated in archery in last 12 months	332	2.6%	100
Participated in backpacking in last 12 months	340	2.7%	79
Participated in baseball in last 12 months	423	3.3%	83
Participated in basketball in last 12 months	868	6.9%	87
Participated in bicycling (mountain) in last 12 months	358	2.8%	69
Participated in bicycling (road) in last 12 months	911	7.2%	78
Participated in boating (power) in last 12 months	465	3.7%	86
Participated in bowling in last 12 months	1,034	8.2%	93
Participated in canoeing/kayaking in last 12 months	683	5.4%	85
Participated in fishing (fresh water) in last 12 months	1,562	12.3%	113
Participated in fishing (salt water) in last 12 months	426	3.4%	85
Participated in football in last 12 months	546	4.3%	93
Participated in Frisbee in last 12 months	355	2.8%	76
Participated in golf in last 12 months	786	6.2%	78
Participated in hiking in last 12 months	984	7.8%	64
Participated in horseback riding in last 12 months	249	2.0%	86
Participated in hunting with rifle in last 12 months	415	3.3%	83
Participated in hunting with shotgun in last 12 months	401	3.2%	100
Participated in ice skating in last 12 months	278	2.2%	78
Participated in jogging/running in last 12 months	981	7.7%	63
Participated in motorcycling in last 12 months	400	3.2%	111
Participated in Pilates in last 12 months	245	1.9%	76
Participated in ping pong in last 12 months	313	2.5%	72
Participated in skiing (downhill) in last 12 months	214	1.7%	69
Participated in soccer in last 12 months	335	2.6%	63
Participated in softball in last 12 months	352	2.8%	98
Participated in swimming in last 12 months	1,542	12.2%	79
Participated in target shooting in last 12 months	559	4.4%	99
Participated in tennis in last 12 months	259	2.0%	57
Participated in volleyball in last 12 months	320	2.5%	75
Participated in walking for exercise in last 12 months	2,673	21.1%	89
Participated in weight lifting in last 12 months	919	7.3%	71
Participated in yoga in last 12 months	623	4.9%	60
Participated in Zumba in last 12 months	317	2.5%	77
Spent on sports/rec equip in last 12 months: \$1-99	674	5.3%	91
Spent on sports/rec equip in last 12 months: \$100-\$249	521	4.1%	73
Spent on sports/rec equip in last 12 months: \$250+	727	5.7%	78
Attend sports events	1,517	12.0%	77
Attend sports events: baseball game - MLB reg seas	333	2.6%	55
Attend sports events: football game (college)	401	3.2%	100
Attend sports events: high school sports	405	3.2%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	1,019	8.0%	78
Watch sports on TV	6,798	53.7%	95
Watch on TV: alpine skiing/ski jumping	458	3.6%	84
Watch on TV: auto racing (NASCAR)	1,413	11.2%	131
Watch on TV: auto racing (not NASCAR)	585	4.6%	117
Watch on TV: baseball (MLB regular season)	1,989	15.7%	84
Watch on TV: baseball (MLB playoffs/World Series)	1,701	13.4%	81
Watch on TV: basketball (college)	1,588	12.5%	90
Watch on TV: basketball (NCAA tournament)	1,503	11.9%	97
Watch on TV: basketball (NBA regular season)	1,517	12.0%	84
Watch on TV: basketball (NBA playoffs/finals)	1,673	13.2%	87
Watch on TV: basketball (WNBA)	389	3.1%	98
Watch on TV: bicycle racing	230	1.8%	84
Watch on TV: bowling	311	2.5%	126
Watch on TV: boxing	619	4.9%	81
Watch on TV: bull riding (pro)	386	3.0%	112
Watch on TV: Equestrian events	259	2.0%	94
Watch on TV: extreme sports (summer)	366	2.9%	93
Watch on TV: extreme sports (winter)	366	2.9%	79
Watch on TV: figure skating	724	5.7%	89
Watch on TV: fishing	594	4.7%	116
Watch on TV: football (college)	2,968	23.4%	100
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	3,705	29.2%	97
Watch on TV: football (NFL weekend games)	3,215	25.4%	94
Watch on TV: football (NFL playoffs/Super Bowl)	3,597	28.4%	96
Watch on TV: golf (PGA)	1,305	10.3%	93
Watch on TV: golf (LPGA)	459	3.6%	111
Watch on TV: gymnastics	555	4.4%	93
Watch on TV: high school sports	662	5.2%	116
Watch on TV: horse racing (at track or OTB)	322	2.5%	96
Watch on TV: ice hockey (NHL regular season)	654	5.2%	70
Watch on TV: ice hockey (NHL playoffs/Stanley Cup)	627	4.9%	69
Watch on TV: mixed martial arts (MMA)	572	4.5%	97
Watch on TV: motorcycle racing	286	2.3%	99
Watch on TV: Olympics (summer)	1,390	11.0%	89
Watch on TV: Olympics (winter)	1,710	13.5%	87
Watch on TV: rodeo	355	2.8%	114
Watch on TV: soccer (MLS)	408	3.2%	72
Watch on TV: soccer (World Cup)	589	4.6%	56
Watch on TV: tennis (men`s)	563	4.4%	76
Watch on TV: tennis (women`s)	610	4.8%	84
Watch on TV: track & field	408	3.2%	89
Watch on TV: volleyball (pro beach)	318	2.5%	96
Watch on TV: wrestling (WWE)	689	5.4%	131
Interest in sports: college basketball Super Fan	467	3.7%	93
Interest in sports: college football Super Fan	897	7.1%	98
Interest in sports: golf Super Fan	216	1.7%	89
Interest in sports: high school sports Super Fan	381	3.0%	102
Interest in sports: MLB Super Fan	475	3.7%	77
Interest in sports: NASCAR Super Fan	352	2.8%	118
Interest in sports: NBA Super Fan	581	4.6%	87
Interest in sports: NFL Super Fan	1,453	11.5%	107
Interest in sports: NHL Super Fan	270	2.1%	64
Interest in sports: soccer Super Fan	234	1.8%	55

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,477	11.7%	96
Member of charitable organization	439	3.5%	82
Member of church board	343	2.7%	107
Member of fraternal order	263	2.1%	103
Member of religious club	388	3.1%	94
Member of union	415	3.3%	95
Member of veterans club	445	3.5%	138
Attended adult education course in last 12 months	602	4.8%	62
Visited an aquarium in last 12 months	486	3.8%	69
Went to art gallery in last 12 months	641	5.1%	66
Attended auto show in last 12 months	677	5.3%	90
Did baking in last 12 months	2,472	19.5%	91
Barbecued in last 12 months	2,819	22.2%	85
Went to bar/night club in last 12 months	1,561	12.3%	73
Went to beach in last 12 months	2,483	19.6%	67
Played billiards/pool in last 12 months	727	5.7%	88
Played bingo in last 12 months	628	5.0%	109
Did birdwatching in last 12 months	519	4.1%	96
Played board game in last 12 months	1,675	13.2%	84
Read book in last 12 months	3,336	26.3%	85
Participated in book club in last 12 months	306	2.4%	82
Went on overnight camping trip in last 12 months	1,351	10.7%	88
Played cards in last 12 months	2,040	16.1%	98
Played chess in last 12 months	377	3.0%	85
Played computer game (offline w/software)/12 months	945	7.5%	106
Played computer game (online w/o software)/12 months	1,485	11.7%	100
Cooked for fun in last 12 months	1,888	14.9%	80
Did crossword puzzle in last 12 months	1,170	9.2%	99
Danced/went dancing in last 12 months	733	5.8%	77
Attended dance performance in last 12 months	470	3.7%	82
Dined out in last 12 months	5,501	43.4%	85
Flew a drone in last 12 months	324	2.6%	93
Attended state/county fair in last 12 months	1,710	13.5%	102
Participated in fantasy sports league last 12 months	431	3.4%	74
Did furniture refinishing in last 12 months	431	3.4%	88
Gambled at casino in last 12 months	1,580	12.5%	91
Gambled in Las Vegas in last 12 months	382	3.0%	73
Participate in indoor gardening/plant care	1,045	8.2%	96
Participated in genealogy in last 12 months	424	3.3%	81
Attended horse races in last 12 months	225	1.8%	73
Participated in karaoke in last 12 months	369	2.9%	76
Bought lottery ticket in last 12 months	4,506	35.6%	100
Played lottery 6+ times in last 30 days	1,499	11.8%	109
Bought lottery ticket in last 12 months: Daily Drawing	430	3.4%	103
Bought lottery ticket in last 12 months: Instant Game	2,737	21.6%	116
Bought lottery ticket in last 12 months: Mega Millions	2,086	16.5%	87
Bought lottery ticket in last 12 months: Powerball	2,512	19.8%	93
Attended a movie in last 6 months	6,271	49.5%	84
Attended movie in last 90 days: once/week or more	295	2.3%	94
Attended movie in last 90 days: 2-3 times a month	483	3.8%	65
Attended movie in last 90 days: once a month	922	7.3%	74
Attended movie in last 90 days: < once a month	3,867	30.5%	88
Movie genre seen at theater/6 months: action	2,994	23.6%	78

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	3,119	24.6%	78
Movie genre seen at theater/6 months: animation genre	1,263	10.0%	66
Movie genre seen at theater/6 months: biography genre	874	6.9%	66
Movie genre seen at theater/6 months: comedy	2,289	18.1%	72
Movie genre seen at theater/6 months: crime	1,181	9.3%	79
Movie genre seen at theater/6 months: drama	2,081	16.4%	73
Movie genre seen at theater/6 months: family	976	7.7%	79
Movie genre seen at theater/6 months: fantasy	1,578	12.5%	73
Movie genre seen at theater/6 months: horror	939	7.4%	87
Movie genre seen at theater/6 months: romance	670	5.3%	85
Movie genre seen at theater/6 months: science fiction	1,782	14.1%	75
Movie genre seen at theater/6 months: thriller	1,186	9.4%	79
Went to museum in last 12 months	1,096	8.7%	59
Attended classical music/opera performance/12 months	370	2.9%	74
Attended country music performance in last 12 months	774	6.1%	96
Attended rock music performance in last 12 months	817	6.4%	67
Played musical instrument in last 12 months	701	5.5%	78
Did painting/drawing in last 12 months	896	7.1%	90
Did photo album/scrapbooking in last 12 months	481	3.8%	90
Did photography in last 12 months	791	6.2%	71
Did Sudoku puzzle in last 12 months	1,003	7.9%	96
Participated in tailgating in last 12 months	429	3.4%	82
Went to live theater in last 12 months	925	7.3%	64
Visited a theme park in last 12 months	1,746	13.8%	74
Visited a theme park 5+ times in last 12 months	426	3.4%	80
Participated in trivia games in last 12 months	654	5.2%	85
Played video/electronic game (console) last 12 months	1,270	10.0%	111
Played video/electronic game (portable) last 12 months	562	4.4%	103
Visited an indoor water park in last 12 months	329	2.6%	78
Did woodworking in last 12 months	574	4.5%	93
Participated in word games in last 12 months	1,211	9.6%	94
Went to zoo in last 12 months	1,037	8.2%	70
Purchased DVD/Blu-ray disc online in last 12 months	643	5.1%	85
Rented DVDs (movie or other video) in last 30 days: 1	350	2.8%	96
Rented DVDs (movie or other video) in last 30 days: 2	382	3.0%	108
Rented DVDs (movie or other video) in last 30 days: 3+	902	7.1%	107
Rented movie or other video/30 days: action/adventure	2,159	17.0%	87
Rented movie or other video/30 days: classics	556	4.4%	77
Rented movie or other video/30 days: comedy	1,919	15.1%	85
Rented movie or other video/30 days: drama	1,254	9.9%	77
Rented movie or other video/30 days: family/children	827	6.5%	75
Rented movie or other video/30 days: foreign	152	1.2%	61
Rented movie or other video/30 days: horror	856	6.8%	105
Rented movie or other video/30 days: musical	310	2.4%	82
Rented movie or other video/30 days: news/documentary	377	3.0%	80
Rented movie or other video/30 days: romance	631	5.0%	78
Rented movie or other video/30 days: science fiction	871	6.9%	96
Rented movie or other video/30 days: TV show	683	5.4%	73
Rented movie or other video/30 days: western	405	3.2%	118

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	768	6.1%	66
Rented DVD/Blu-ray/30 days: from netflix.com	1,142	9.0%	72
Rented/purchased DVD/Blu-ray/30 days: from Redbox	1,588	12.5%	99
HH owns ATV/UTV	363	5.6%	95
Bought any children`s toy/game in last 12 months	3,808	30.1%	94
Spent on toys/games for child last 12 months: \$1-49	693	5.5%	101
Spent on toys/games for child last 12 months: \$50-99	347	2.7%	119
Spent on toys/games for child last 12 months: \$100-199	818	6.5%	108
Spent on toys/games for child last 12 months: \$200-499	1,023	8.1%	88
Spent on toys/games for child last 12 months: \$500+	502	4.0%	81
Bought any toys/games online in last 12 months	1,022	8.1%	70
Bought infant toy in last 12 months	800	6.3%	100
Bought pre-school toy in last 12 months	810	6.4%	92
Bought for child last 12 months: boy action figure	724	5.7%	81
Bought for child last 12 months: girl action figure	402	3.2%	83
Bought for child last 12 months: action game	365	2.9%	94
Bought for child last 12 months: bicycle	598	4.7%	81
Bought for child last 12 months: board game	1,198	9.5%	80
Bought for child last 12 months: builder set	605	4.8%	92
Bought for child last 12 months: car	877	6.9%	91
Bought for child last 12 months: construction toy	690	5.4%	92
Bought for child last 12 months: fashion doll	477	3.8%	95
Bought for child last 12 months: large/baby doll	846	6.7%	99
Bought for child last 12 months: doll accessories	513	4.0%	104
Bought for child last 12 months: doll clothing	480	3.8%	97
Bought for child last 12 months: educational toy	1,471	11.6%	99
Bought for child last 12 months: electronic doll/animal	411	3.2%	117
Bought for child last 12 months: electronic game	743	5.9%	101
Bought for child last 12 months: mechanical toy	498	3.9%	89
Bought for child last 12 months: model kit/set	361	2.8%	95
Bought for child last 12 months: plush doll/animal	1,036	8.2%	96
Bought for child last 12 months: water toy	1,112	8.8%	103
Bought for child last 12 months: word game	304	2.4%	97

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	1,146	9.0%	69
Bought hardcover book in last 12 months	1,937	15.3%	76
Bought paperback book in last 12 months	2,773	21.9%	78
Bought 1-3 books in last 12 months	1,947	15.4%	78
Bought 4-6 books in last 12 months	904	7.1%	71
Bought 7+ books in last 12 months	1,623	12.8%	85
Bought book (fiction) in last 12 months	2,331	18.4%	77
Bought book (non-fiction) in last 12 months	1,931	15.2%	69
Bought biography in last 12 months	536	4.2%	60
Bought children`s book in last 12 months	1,015	8.0%	84
Bought cookbook in last 12 months	727	5.7%	86
Bought history book in last 12 months	791	6.2%	74
Bought mystery book in last 12 months	1,201	9.5%	90
Bought novel in last 12 months	1,168	9.2%	72
Bought religious book (Not Bible) in last 12 months	643	5.1%	84
Bought romance book in last 12 months	664	5.2%	101
Bought science fiction book in last 12 months	518	4.1%	73
Bought personal/business self-help book last 12 months	433	3.4%	53
Bought travel book in last 12 months	219	1.7%	76
Bought book online in last 12 months	1,859	14.7%	67
Listened to/purchased audiobook in last 6 months	657	5.2%	77

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