



Sports and Leisure Market Potential

Haysville City, KS
 Haysville City, KS (2031125)
 Geography: Place

Prepared by Esri

Demographic Summary		2021	2026
Population		11,172	11,374
Population 18+		8,334	8,453
Households		3,978	4,044
Median Household Income		\$57,611	\$61,611
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	515	6.2%	85
Participated in archery in last 12 months	209	2.5%	96
Participated in backpacking in last 12 months	293	3.5%	100
Participated in baseball in last 12 months	321	3.9%	101
Participated in basketball in last 12 months	629	7.5%	98
Participated in bicycling (mountain) in last 12 months	272	3.3%	87
Participated in bicycling (road) in last 12 months	748	9.0%	95
Participated in boating (power) in last 12 months	378	4.5%	97
Participated in bowling in last 12 months	899	10.8%	114
Participated in canoeing/kayaking in last 12 months	615	7.4%	110
Participated in fishing (fresh water) in last 12 months	1,084	13.0%	125
Participated in fishing (salt water) in last 12 months	259	3.1%	80
Participated in football in last 12 months	329	3.9%	97
Participated in Frisbee in last 12 months	244	2.9%	78
Participated in golf in last 12 months	691	8.3%	99
Participated in hiking in last 12 months	936	11.2%	88
Participated in horseback riding in last 12 months	196	2.4%	102
Participated in hunting with rifle in last 12 months	420	5.0%	136
Participated in hunting with shotgun in last 12 months	349	4.2%	134
Participated in ice skating in last 12 months	144	1.7%	66
Participated in jogging/running in last 12 months	774	9.3%	85
Participated in motorcycling in last 12 months	277	3.3%	120
Participated in Pilates in last 12 months	218	2.6%	87
Participated in ping pong in last 12 months	263	3.2%	89
Participated in skiing (downhill) in last 12 months	171	2.1%	76
Participated in soccer in last 12 months	301	3.6%	84
Participated in softball in last 12 months	180	2.2%	87
Participated in swimming in last 12 months	1,196	14.4%	91
Participated in target shooting in last 12 months	415	5.0%	101
Participated in tennis in last 12 months	228	2.7%	73
Participated in volleyball in last 12 months	210	2.5%	80
Participated in walking for exercise in last 12 months	2,127	25.5%	100
Participated in weight lifting in last 12 months	841	10.1%	94
Participated in yoga in last 12 months	648	7.8%	86
Participated in Zumba in last 12 months	257	3.1%	90
Spent on sports/rec equip in last 12 months: \$1-99	547	6.6%	111
Spent on sports/rec equip in last 12 months: \$100-\$249	426	5.1%	97
Spent on sports/rec equip in last 12 months: \$250+	632	7.6%	110
Attend sports events	1,218	14.6%	96
Attend sports events: baseball game - MLB reg seas	330	4.0%	87
Attend sports events: football game (college)	238	2.9%	89
Attend sports events: high school sports	220	2.6%	108
Listen to sports on radio	894	10.7%	109
Watch sports on TV	4,774	57.3%	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 2021 and 2026.

August 06, 2021



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Watch on TV: alpine skiing/ski jumping	221	2.7%	75
Watch on TV: auto racing (NASCAR)	766	9.2%	120
Watch on TV: auto racing (not NASCAR)	384	4.6%	116
Watch on TV: baseball (MLB regular season)	1,528	18.3%	101
Watch on TV: baseball (MLB playoffs/World Series)	1,382	16.6%	101
Watch on TV: basketball (college)	1,371	16.5%	119
Watch on TV: basketball (NCAA tournament)	1,031	12.4%	113
Watch on TV: basketball (NBA regular season)	1,027	12.3%	88
Watch on TV: basketball (NBA playoffs/finals)	1,098	13.2%	92
Watch on TV: basketball (WNBA)	203	2.4%	84
Watch on TV: bicycle racing	129	1.5%	85
Watch on TV: bowling	165	2.0%	90
Watch on TV: boxing	399	4.8%	84
Watch on TV: bull riding (pro)	240	2.9%	120
Watch on TV: Equestrian events	176	2.1%	105
Watch on TV: extreme sports (summer)	169	2.0%	84
Watch on TV: extreme sports (winter)	209	2.5%	84
Watch on TV: figure skating	473	5.7%	101
Watch on TV: fishing	359	4.3%	121
Watch on TV: football (college)	2,359	28.3%	119
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	2,576	30.9%	106
Watch on TV: football (NFL weekend games)	2,419	29.0%	106
Watch on TV: football (NFL playoffs/Super Bowl)	2,692	32.3%	107
Watch on TV: golf (PGA)	1,022	12.3%	104
Watch on TV: golf (LPGA)	244	2.9%	93
Watch on TV: gymnastics	406	4.9%	104
Watch on TV: high school sports	371	4.5%	109
Watch on TV: horse racing (at track or OTB)	246	3.0%	109
Watch on TV: ice hockey (NHL regular season)	629	7.5%	98
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	592	7.1%	96
Watch on TV: mixed martial arts (MMA)	175	2.1%	89
Watch on TV: motorcycle racing	155	1.9%	106
Watch on TV: Olympics (summer)	895	10.7%	102
Watch on TV: Olympics (winter)	1,073	12.9%	106
Watch on TV: international soccer	300	3.6%	73
Watch on TV: soccer (MLS)	272	3.3%	71
Watch on TV: U.S. men`s national team	219	2.6%	74
Watch on TV: U.S. women`s national team	255	3.1%	73
Watch on TV: soccer (World Cup)	551	6.6%	77
Watch on TV: tennis (men`s)	410	4.9%	78
Watch on TV: tennis (women`s)	407	4.9%	78
Watch on TV: track & field	240	2.9%	90
Watch on TV: volleyball (pro beach)	218	2.6%	120
Watch on TV: ultimate fighting championship (UFC)	295	3.5%	90
Watch on TV: other mixed martial arts (MMA)	175	2.1%	89
Watch on TV: wrestling (WWE)	292	3.5%	89
Interest in sports: college basketball Super Fan	276	3.3%	98
Interest in sports: college football Super Fan	688	8.3%	123
Interest in sports: golf Super Fan	198	2.4%	119
Interest in sports: high school sports Super Fan	162	1.9%	76
Interest in sports: MLB Super Fan	328	3.9%	86
Interest in sports: NASCAR Super Fan	155	1.9%	81
Interest in sports: NBA Super Fan	303	3.6%	70
Interest in sports: NFL Super Fan	917	11.0%	102
Interest in sports: NHL Super Fan	193	2.3%	69
Interest in sports: soccer Super Fan	164	2.0%	56

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,063	12.8%	100
Member of charitable organization	357	4.3%	96
Member of church board	262	3.1%	112
Member of fraternal order	168	2.0%	95
Member of religious club	321	3.9%	112
Member of union	255	3.1%	91
Member of veterans club	215	2.6%	107
Participate in indoor gardening or plant care	903	10.8%	110
Attended adult education course in last 12 months	598	7.2%	87
Visited an aquarium in last 12 months	458	5.5%	91
Went to art gallery in last 12 months	498	6.0%	81
Attended auto show in last 12 months	594	7.1%	124
Did baking in last 12 months	2,196	26.3%	114
Barbecued in last 12 months	2,474	29.7%	109
Went to bar/night club in last 12 months	1,448	17.4%	98
Went to beach in last 12 months	2,291	27.5%	92
Played billiards/pool in last 12 months	453	5.4%	90
Played bingo in last 12 months	401	4.8%	104
Did birdwatching in last 12 months	418	5.0%	109
Played board game in last 12 months	1,523	18.3%	105
Read book in last 12 months	2,752	33.0%	102
Participated in book club in last 12 months	225	2.7%	88
Went on overnight camping trip in last 12 months	1,024	12.3%	101
Played cards in last 12 months	1,539	18.5%	105
Played chess in last 12 months	204	2.4%	70
Played computer game (offline w/software)/12 months	510	6.1%	91
Played computer game (online w/o software)/12 months	1,044	12.5%	100
Cooked for fun in last 12 months	1,590	19.1%	95
Did crossword puzzle in last 12 months	872	10.5%	101
Danced/went dancing in last 12 months	582	7.0%	84
Attended dance performance in last 12 months	277	3.3%	88
Dined out in last 12 months	4,355	52.3%	103
Flew a drone in last 12 months	208	2.5%	96
Attended state/county fair in last 12 months	1,241	14.9%	109
Participated in fantasy sports league last 12 months	353	4.2%	95
Did furniture refinishing in last 12 months	352	4.2%	104
Gambled at casino in last 12 months	985	11.8%	89
Gambled in Las Vegas in last 12 months	281	3.4%	80
Participate in indoor gardening/plant care	903	10.8%	110
Participated in genealogy in last 12 months	325	3.9%	84
Attended horse races in last 12 months	142	1.7%	70
Participated in karaoke in last 12 months	248	3.0%	79
Bought lottery ticket in last 12 months	2,921	35.0%	100
Played lottery 6+ times in last 30 days	858	10.3%	94
Bought lottery ticket in last 12 months: Daily Drawing	253	3.0%	86
Bought lottery ticket in last 12 months: Instant Game	1,678	20.1%	108
Bought lottery ticket in last 12 months: Mega Millions	1,467	17.6%	90
Bought lottery ticket in last 12 months: Powerball	1,751	21.0%	101
Attended a movie in last 6 months	4,807	57.7%	97
Attended movie in last 90 days: once/week or more	188	2.3%	94
Attended movie in last 90 days: 2-3 times a month	355	4.3%	83
Attended movie in last 90 days: once a month	688	8.3%	87
Attended movie in last 90 days: < once a month	3,143	37.7%	103
Movie genre seen at theater/6 months: action	2,277	27.3%	96

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	2,441	29.3%	96
Movie genre seen at theater/6 months: animation genre	1,114	13.4%	88
Movie genre seen at theater/6 months: biography genre	894	10.7%	99
Movie genre seen at theater/6 months: comedy	1,993	23.9%	95
Movie genre seen at theater/6 months: crime	893	10.7%	95
Movie genre seen at theater/6 months: drama	1,776	21.3%	91
Movie genre seen at theater/6 months: family	798	9.6%	101
Movie genre seen at theater/6 months: fantasy	1,323	15.9%	96
Movie genre seen at theater/6 months: horror	685	8.2%	98
Movie genre seen at theater/6 months: romance	630	7.6%	83
Movie genre seen at theater/6 months: science fiction	1,442	17.3%	98
Movie genre seen at theater/6 months: thriller	1,041	12.5%	93
Went to museum in last 12 months	1,098	13.2%	88
Attended classical music/opera performance/12 months	228	2.7%	71
Attended country music performance in last 12 months	575	6.9%	106
Attended rock music performance in last 12 months	808	9.7%	95
Played musical instrument in last 12 months	604	7.2%	102
Did painting/drawing in last 12 months	654	7.8%	92
Did photo album/scrapbooking in last 12 months	332	4.0%	99
Did photography in last 12 months	724	8.7%	96
Did Sudoku puzzle in last 12 months	690	8.3%	96
Participated in tailgating in last 12 months	304	3.6%	93
Went to live theater in last 12 months	891	10.7%	86
Visited a theme park in last 12 months	1,304	15.6%	84
Visited a theme park 5+ times in last 12 months	267	3.2%	77
Participated in trivia games in last 12 months	595	7.1%	108
Played video/electronic game (console) last 12 months	755	9.1%	95
Played video/electronic game (portable) last 12 months	385	4.6%	95
Visited an indoor water park in last 12 months	229	2.7%	85
Did woodworking in last 12 months	447	5.4%	109
Participated in word games in last 12 months	932	11.2%	100
Went to zoo in last 12 months	1,116	13.4%	110
Purchased DVD/Blu-ray disc online in last 12 months	604	7.2%	117
Bought 1-2 DVDs/30 Days	312	3.7%	114
Bought 3+ DVDs/30 Days	276	3.3%	125
Rented DVDs (movie or other video) in last 30 days: 1	256	3.1%	118
Rented DVDs (movie or other video) in last 30 days: 2	246	3.0%	113
Rented DVDs (movie or other video) in last 30 days: 3+	570	6.8%	126
Rented movie or other video/30 days: action/adventure	1,642	19.7%	102
Rented movie or other video/30 days: classics	489	5.9%	105
Rented movie or other video/30 days: comedy	1,448	17.4%	102
Rented movie or other video/30 days: drama	913	11.0%	88
Rented movie or other video/30 days: family/children	821	9.9%	116
Rented movie or other video/30 days: foreign	79	0.9%	46
Rented movie or other video/30 days: horror	543	6.5%	108
Rented movie or other video/30 days: musical	250	3.0%	108
Rented movie or other video/30 days: news/documentary	292	3.5%	90
Rented movie or other video/30 days: romance	535	6.4%	105
Rented movie or other video/30 days: science fiction	625	7.5%	109
Rented movie or other video/30 days: TV show	600	7.2%	103
Rented movie or other video/30 days: western	265	3.2%	126

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Rented/purchased DVD/Blu-ray/30 days: from amazon.com	840	10.1%	98
Rented DVD/Blu-ray/30 days: from netflix.com	991	11.9%	101
Rented/purchased DVD/Blu-ray/30 days: from Redbox	1,127	13.5%	122
Bought any children`s toy/game in last 12 months	3,030	36.4%	112
Spent on toys/games for child last 12 months: \$1-49	578	6.9%	125
Spent on toys/games for child last 12 months: \$50-99	231	2.8%	111
Spent on toys/games for child last 12 months: \$100-199	666	8.0%	122
Spent on toys/games for child last 12 months: \$200-499	810	9.7%	108
Spent on toys/games for child last 12 months: \$500+	437	5.2%	108
Bought any toys/games online in last 12 months	1,069	12.8%	98
Bought infant toy in last 12 months	692	8.3%	134
Bought pre-school toy in last 12 months	706	8.5%	127
Bought for child last 12 months: boy action figure	752	9.0%	122
Bought for child last 12 months: girl action figure	337	4.0%	117
Bought for child last 12 months: action game	286	3.4%	126
Bought for child last 12 months: bicycle	558	6.7%	112
Bought for child last 12 months: board game	1,164	14.0%	110
Bought for child last 12 months: builder set	510	6.1%	117
Bought for child last 12 months: car	721	8.7%	119
Bought for child last 12 months: construction toy	564	6.8%	120
Bought for child last 12 months: fashion doll	391	4.7%	115
Bought for child last 12 months: large/baby doll	583	7.0%	106
Bought for child last 12 months: doll accessories	374	4.5%	114
Bought for child last 12 months: doll clothing	386	4.6%	118
Bought for child last 12 months: educational toy	1,178	14.1%	121
Bought for child last 12 months: electronic doll/animal	268	3.2%	118
Bought for child last 12 months: electronic game	497	6.0%	111
Bought for child last 12 months: mechanical toy	432	5.2%	121
Bought for child last 12 months: model kit/set	291	3.5%	108
Bought for child last 12 months: plush doll/animal	836	10.0%	117
Bought for child last 12 months: water toy	860	10.3%	120
Bought for child last 12 months: word game	216	2.6%	109

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Bought digital book in last 12 months	1,166	14.0%	98
Bought hardcover book in last 12 months	1,744	20.9%	101
Bought paperback book in last 12 months	2,366	28.4%	100
Bought 1-3 books in last 12 months	1,504	18.0%	94
Bought 4-6 books in last 12 months	763	9.2%	94
Bought 7+ books in last 12 months	1,421	17.1%	104
Bought book (fiction) in last 12 months	2,058	24.7%	100
Bought book (non-fiction) in last 12 months	1,817	21.8%	95
Bought biography in last 12 months	508	6.1%	85
Bought children`s book in last 12 months	919	11.0%	118
Bought cookbook in last 12 months	487	5.8%	90
Bought history book in last 12 months	666	8.0%	96
Bought mystery book in last 12 months	930	11.2%	108
Bought novel in last 12 months	1,005	12.1%	93
Bought religious book (Not Bible) in last 12 months	497	6.0%	100
Bought romance book in last 12 months	526	6.3%	124
Bought science fiction book in last 12 months	474	5.7%	101
Bought personal/business self-help book last 12 months	487	5.8%	85
Bought travel book in last 12 months	147	1.8%	82
Bought book online in last 12 months	1,838	22.1%	93
Listened to/purchased audiobook in last 6 months	643	7.7%	108

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