

Demographic Summary		2022	2027
Population		10,271	10,182
Population 18+		6,507	6,414
Households		2,389	2,374
Median Household Income		\$37,875	\$38,897
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	468	7.2%	86
Participated in archery in last 12 months	156	2.4%	98
Participated in backpacking in last 12 months	165	2.5%	70
Participated in baseball in last 12 months	174	2.7%	91
Participated in basketball in last 12 months	358	5.5%	82
Participated in bicycling (mountain) in last 12 months	200	3.1%	82
Participated in bicycling (road) in last 12 months	387	5.9%	53
Participated in boating (power) in last 12 months	253	3.9%	76
Participated in bowling in last 12 months	367	5.6%	70
Participated in canoeing/kayaking in last 12 months	356	5.5%	75
Participated in fishing (fresh water) in last 12 months	846	13.0%	122
Participated in fishing (salt water) in last 12 months	160	2.5%	70
Participated in football in last 12 months	154	2.4%	77
Participated in Frisbee in last 12 months	157	2.4%	66
Participated in golf in last 12 months	209	3.2%	41
Participated in hiking in last 12 months	562	8.6%	54
Participated in horseback riding in last 12 months	122	1.9%	91
Participated in hunting with rifle in last 12 months	349	5.4%	154
Participated in hunting with shotgun in last 12 months	258	4.0%	142
Participated in ice skating in last 12 months	83	1.3%	55
Participated in jogging/running in last 12 months	345	5.3%	48
Participated in motorcycling in last 12 months	162	2.5%	87
Participated in Pilates in last 12 months	114	1.8%	56
Participated in ping pong in last 12 months	180	2.8%	79
Participated in rock climbing in last 12 months	92	1.4%	80
Participated in roller skating in last 12 months	104	1.6%	103
Participated in skiing (downhill) in last 12 months	76	1.2%	42
Participated in soccer in last 12 months	192	3.0%	75
Participated in softball in last 12 months	126	1.9%	102
Participated in swimming in last 12 months	674	10.4%	66
Participated in target shooting in last 12 months	378	5.8%	108
Participated in tennis in last 12 months	187	2.9%	76
Participated in volleyball in last 12 months	121	1.9%	71
Participated in walking for exercise in last 12 months	1,509	23.2%	74
Participated in weight lifting in last 12 months	542	8.3%	66
Participated in yoga in last 12 months	309	4.7%	46
Participated in Zumba in last 12 months	177	2.7%	83
Spent on sports/recreation equipment in last 12 months: \$1-99	445	6.8%	109
Spent on sports/recreation equipment in last 12 months: \$100-\$249	409	6.3%	109
Spent on sports/recreation equipment in last 12 months: \$250+	324	5.0%	58
Attend sports events: basketball game (college)	109	1.7%	104
Attend sports events: football game (college)	150	2.3%	84
Attend sports events: high school sports	263	4.0%	162
Attend sports events: baseball game (MLB regular season)	115	1.8%	53
Attend sports events	633	9.7%	77
Listen to sports on radio	557	8.6%	93
Watch sports on TV	3,371	51.8%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	149	2.3%	83
Watch on TV: auto racing (NASCAR)	448	6.9%	90
Watch on TV: auto racing (not NASCAR)	212	3.3%	82
Watch on TV: baseball (MLB regular season)	505	7.8%	43
Watch on TV: baseball (MLB playoffs/World Series)	539	8.3%	51
Watch on TV: basketball (college)	654	10.1%	78
Watch on TV: basketball (NCAA tournament)	535	8.2%	89
Watch on TV: basketball (NBA regular season)	951	14.6%	105
Watch on TV: basketball (NBA playoffs/finals)	888	13.6%	97
Watch on TV: basketball (WNBA)	304	4.7%	175
Watch on TV: bicycle racing	97	1.5%	81
Watch on TV: bowling	174	2.7%	121
Watch on TV: boxing	436	6.7%	115
Watch on TV: bull riding (pro)	157	2.4%	99
Watch on TV: esports on TV	314	4.8%	168
Watch on TV: extreme sports (summer)	139	2.1%	117
Watch on TV: extreme sports (winter)	151	2.3%	110
Watch on TV: figure skating	344	5.3%	104
Watch on TV: fishing	188	2.9%	84
Watch on TV: football (college)	1,583	24.3%	96
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	1,733	26.6%	85
Watch on TV: football (NFL weekend games)	1,500	23.1%	78
Watch on TV: football (NFL playoffs/Super Bowl)	1,550	23.8%	75
Watch on TV: golf (PGA)	402	6.2%	52
Watch on TV: golf (LPGA)	137	2.1%	74
Watch on TV: gymnastics	256	3.9%	96
Watch on TV: high school sports	274	4.2%	104
Watch on TV: horse racing (at track or OTB)	168	2.6%	101
Watch on TV: ice hockey (NHL regular season)	275	4.2%	54
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	298	4.6%	60
Watch on TV: mixed martial arts (MMA)	206	3.2%	128
Watch on TV: motorcycle racing	101	1.6%	100
Watch on TV: Olympics (summer)	415	6.4%	79
Watch on TV: Olympics (winter)	436	6.7%	85
Watch on TV: international soccer	288	4.4%	83
Watch on TV: rodeo	133	2.0%	116
Watch on TV: soccer (MLS)	272	4.2%	86
Watch on TV: U.S. men`s soccer national team	260	4.0%	114
Watch on TV: U.S. women`s soccer national team	288	4.4%	103
Watch on TV: soccer (World Cup)	292	4.5%	76
Watch on TV: tennis (men`s)	343	5.3%	78
Watch on TV: tennis (women`s)	291	4.5%	68
Watch on TV: track & field	257	3.9%	142
Watch on TV: volleyball (pro beach)	134	2.1%	112
Watch on TV: ultimate fighting championship (UFC)	289	4.4%	108
Watch on TV: other mixed martial arts (MMA)	206	3.2%	128
Watch on TV: wrestling (WWE)	351	5.4%	137
Interest in sports: college basketball super fan	239	3.7%	122
Interest in sports: college football super fan	454	7.0%	116
Interest in sports: golf super fan	82	1.3%	74
Interest in sports: high school sports super fan	144	2.2%	104
Interest in sports: International soccer super fan	200	3.1%	63
Interest in sports: MLB super fan	189	2.9%	67
Interest in sports: MLS soccer super fan	158	2.4%	82
Interest in sports: NASCAR super fan	127	2.0%	108
Interest in sports: NBA super fan	379	5.8%	125
Interest in sports: NFL super fan	578	8.9%	86
Interest in sports: NHL super fan	124	1.9%	69

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	586	9.0%	59
Member of church board	194	3.0%	106
Member of fraternal order	174	2.7%	105
Member of religious club	251	3.9%	117
Member of union	219	3.4%	82
Member of veterans club	115	1.8%	74
Participate in indoor gardening or plant care	683	10.5%	79
Attended adult education course in last 12 months	555	8.5%	87
Visited an aquarium in last 12 months	240	3.7%	69
Went to art gallery in last 12 months	236	3.6%	54
Attended auto show in last 12 months	212	3.3%	66
Did baking in last 12 months	1,557	23.9%	82
Barbecued in last 12 months	1,584	24.3%	80
Went to bar/night club in last 12 months	681	10.5%	62
Went to beach in last 12 months	1,475	22.7%	76
Played billiards/pool in last 12 months	525	8.1%	160
Played bingo in last 12 months	228	3.5%	85
Did birdwatching in last 12 months	310	4.8%	81
Played board game in last 12 months	1,031	15.8%	73
Read book in last 12 months	1,958	30.1%	80
Participated in book club in last 12 months	135	2.1%	58
Went on overnight camping trip in last 12 months	595	9.1%	70
Played cards in last 12 months	1,169	18.0%	97
Played chess in last 12 months	203	3.1%	83
Played computer game (offline w/software)/12 months	546	8.4%	103
Played computer game (online w/o software)/12 months	1,049	16.1%	108
Cooked for fun in last 12 months	1,352	20.8%	84
Did crossword puzzle in last 12 months	903	13.9%	108
Danced/went dancing in last 12 months	459	7.1%	87
Attended dance performance in last 12 months	127	2.0%	62
Dined out in last 12 months	2,575	39.6%	78
Flew a drone in last 12 months	156	2.4%	89
Attended state/county fair in last 12 months	621	9.5%	93
Participated in fantasy sports league last 12 months	160	2.5%	54
Did furniture refinishing in last 12 months	231	3.6%	79
Gambled at casino in last 12 months	749	11.5%	101
Gambled in Las Vegas in last 12 months	203	3.1%	91
Participate in indoor gardening/plant care	683	10.5%	79
Participated in genealogy in last 12 months	257	3.9%	80
Attended horse races in last 12 months	121	1.9%	94
Participated in karaoke in last 12 months	238	3.7%	104
Bought lottery ticket in last 12 months	2,044	31.4%	96
Played lottery 6+ times in last 30 days	761	11.7%	114
Bought lottery ticket in last 12 months: Daily Drawing	300	4.6%	134
Bought lottery ticket in last 12 months: Instant Game	1,384	21.3%	115
Bought lottery ticket in last 12 months: Mega Millions	815	12.5%	73
Bought lottery ticket in last 12 months: Powerball	1,030	15.8%	86
Attended a movie in last 6 months	2,649	40.7%	85
Attended movie in last 90 days: once/week or more	132	2.0%	143
Attended movie in last 90 days: 2-3 times a month	150	2.3%	98
Attended movie in last 90 days: once a month	256	3.9%	82
Attended movie in last 90 days: < once a month	1,672	25.7%	78
Movie genre seen at theater/6 months: action	1,066	16.4%	96

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	1,173	18.0%	95
Movie genre seen at theater/6 months: animation genre	602	9.3%	88
Movie genre seen at theater/6 months: biography genre	467	7.2%	90
Movie genre seen at theater/6 months: comedy	931	14.3%	85
Movie genre seen at theater/6 months: crime	664	10.2%	120
Movie genre seen at theater/6 months: drama	1,060	16.3%	91
Movie genre seen at theater/6 months: family	450	6.9%	86
Movie genre seen at theater/6 months: fantasy	601	9.2%	85
Movie genre seen at theater/6 months: horror	433	6.7%	117
Movie genre seen at theater/6 months: romance	452	6.9%	99
Movie genre seen at theater/6 months: science fiction	605	9.3%	105
Movie genre seen at theater/6 months: thriller	554	8.5%	93
Went to museum in last 12 months	415	6.4%	51
Attended classical music/opera performance/12 months	169	2.6%	78
Attended country music performance in last 12 months	242	3.7%	76
Attended rock music performance in last 12 months	330	5.1%	64
Played musical instrument in last 12 months	325	5.0%	61
Did painting/drawing in last 12 months	555	8.5%	84
Did photo album/scrapbooking in last 12 months	316	4.9%	111
Did photography in last 12 months	364	5.6%	53
Did Sudoku puzzle in last 12 months	446	6.9%	74
Participated in tailgating in last 12 months	186	2.9%	89
Went to live theater in last 12 months	487	7.5%	74
Visited a theme park in last 12 months	816	12.5%	87
Visited a theme park 5+ times in last 12 months	159	2.4%	76
Participated in trivia games in last 12 months	565	8.7%	111
Played video/electronic game (console) last 12 months	930	14.3%	122
Played video/electronic game (portable) last 12 months	447	6.9%	115
Visited an indoor water park in last 12 months	142	2.2%	91
Did woodworking in last 12 months	345	5.3%	95
Went to zoo in last 12 months	519	8.0%	70
Bought 1-2 DVDs/30 Days	243	3.7%	124
Bought 3+ DVDs/30 Days	246	3.8%	161
Rented DVDs (movie or other video) in last 30 days: 1	133	2.0%	87
Rented DVDs (movie or other video) in last 30 days: 2	137	2.1%	95
Rented DVDs (movie or other video) in last 30 days: 3+	294	4.5%	120
Rented movie or other video/30 days: action/adventure	927	14.2%	75
Rented movie or other video/30 days: classics	296	4.5%	84
Rented movie or other video/30 days: comedy	771	11.8%	74
Rented movie or other video/30 days: drama	629	9.7%	80
Rented movie or other video/30 days: family/children	409	6.3%	85
Rented movie or other video/30 days: foreign	109	1.7%	80
Rented movie or other video/30 days: horror	442	6.8%	119
Rented movie or other video/30 days: musical	149	2.3%	93
Rented movie or other video/30 days: news/documentary	201	3.1%	78
Rented movie or other video/30 days: romance	358	5.5%	97
Rented movie or other video/30 days: science fiction	355	5.5%	85
Rented movie or other video/30 days: TV show	352	5.4%	79
Rented movie or other video/30 days: western	155	2.4%	110

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	494	7.6%	64
Rented DVD/Blu-ray/30 days: from netflix.com	352	5.4%	69
Rented/purchased DVD/Blu-ray/30 days: from Redbox	528	8.1%	92
Bought any children`s toy/game in last 12 months	2,179	33.5%	92
Spent on toys/games for child last 12 months: \$1-49	480	7.4%	108
Spent on toys/games for child last 12 months: \$50-99	155	2.4%	77
Spent on toys/games for child last 12 months: \$100-199	416	6.4%	88
Spent on toys/games for child last 12 months: \$200-499	590	9.1%	90
Spent on toys/games for child last 12 months: \$500+	285	4.4%	80
Bought infant toy in last 12 months	428	6.6%	97
Bought pre-school toy in last 12 months	369	5.7%	82
Bought for child last 12 months: boy action figure	587	9.0%	122
Bought for child last 12 months: girl action figure	267	4.1%	130
Bought for child last 12 months: action game	186	2.9%	112
Bought for child last 12 months: bicycle	464	7.1%	116
Bought for child last 12 months: board game	724	11.1%	77
Bought for child last 12 months: builder set	224	3.4%	63
Bought for child last 12 months: car	513	7.9%	103
Bought for child last 12 months: construction toy	340	5.2%	84
Bought for child last 12 months: fashion doll	419	6.4%	151
Bought for child last 12 months: large/baby doll	549	8.4%	129
Bought for child last 12 months: doll accessories	281	4.3%	108
Bought for child last 12 months: doll clothing	294	4.5%	121
Bought for child last 12 months: educational toy	741	11.4%	86
Bought for child last 12 months: electronic doll/animal	230	3.5%	135
Bought for child last 12 months: electronic game	361	5.5%	99
Bought for child last 12 months: mechanical toy	261	4.0%	99
Bought for child last 12 months: model kit/set	249	3.8%	107
Bought for child last 12 months: plush doll/animal	541	8.3%	89
Bought for child last 12 months: water toy	435	6.7%	78
Bought for child last 12 months: word game	244	3.7%	156

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	879	13.5%	78
Bought hardcover book in last 12 months	1,186	18.2%	75
Bought paperback book in last 12 months	1,655	25.4%	81
Bought 1-3 books in last 12 months	1,263	19.4%	95
Bought 4-6 books in last 12 months	577	8.9%	83
Bought 7+ books in last 12 months	965	14.8%	77
Bought book (fiction) in last 12 months	1,579	24.3%	85
Bought book (non-fiction) in last 12 months	1,171	18.0%	67
Bought biography in last 12 months	357	5.5%	66
Bought children`s book in last 12 months	488	7.5%	75
Bought cookbook in last 12 months	410	6.3%	93
Bought history book in last 12 months	318	4.9%	51
Bought mystery book in last 12 months	644	9.9%	86
Bought novel in last 12 months	780	12.0%	80
Bought religious book (Not Bible) in last 12 months	503	7.7%	130
Bought romance book in last 12 months	361	5.5%	101
Bought science fiction book in last 12 months	330	5.1%	82
Bought personal/business self-help book last 12 months	489	7.5%	96
Bought travel book in last 12 months	144	2.2%	115
Purchased greeting card in last 12 months	3,231	49.7%	91
Bought book from Barnes & Noble store in last 12 months	621	9.5%	89
Bought book from other book store in last 12 months	309	4.7%	54
Bought book from Amazon Online in last 12 months	1,551	23.8%	78
Bought book from Barnes & Noble Online in last 12 months	157	2.4%	100
Bought book from iTunes/Apple Books in last 12 months	87	1.3%	77
Listened to Audiobook in last 6 months	328	5.0%	63

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