

# Simmons Entertainment, Leisure, Dining Summary Report



Date: July 31, 2021

Racine (Place)

## 2020 Demographic Overview

|                                 |         |
|---------------------------------|---------|
| Total Households                | 30,619  |
| % Owner Occupied Housing Units  | 54.3%   |
| % Renter Occupied Housing Units | 45.7%   |
| Population Density              | 5,024.6 |
| Average Household Size          | 2.5     |
| % Male Population               | 48.8%   |
| % Female Population             | 51.2%   |
| Median Age                      | 34.3    |
| Total Housing Units             | 33,940  |
| % Occupied Housing Units        | 90.2%   |
| % Vacant Housing Units          | 9.8%    |

## 2020 Entertainment, Leisure, Dining - Household Index

|  |     |
|--|-----|
| Family Restaurants - Visit Any Other Family Restaurants                          | 95  |
| Fast Food Restaurants - Visit Any Other Fast Food Restaurants                    | 97  |
| Casino Gambling - #Visits Last 12 Month More Than 10 Times                       | 106 |
| Casino Gambling - Where Last 12 Months Atlantic City                             | 98  |
| Casino Gambling - Where Last 12 Months Cruise Ships                              | 75  |
| Casino Gambling - Where Last 12 Months Indian Reservation                        | 105 |
| Casino Gambling - Where Last 12 Months Las Vegas                                 | 82  |
| Casino Gambling - Where Last 12 Months Laughlin                                  | 89  |
| Casino Gambling - Where Last 12 Months Mississippi's Gulf Coast (Gulfprt/Biloxi) | 81  |
| Casino Gambling - Where Last 12 Months Other                                     | 110 |
| Casino Gambling - Where Last 12 Months Reno/Lake Tahoe                           | 132 |
| Casino Gambling - Where Last 12 Months Riverboat                                 | 95  |
| Casino Gambling - Where Last 12 Months The Caribbean Islands                     | 67  |
| Casino Gambling - Where Last 12 Months Tunica (Ms)                               | 73  |
| Casino Gambling Casino Gambling - Visited In Last 12 Mo                          | 98  |
| Collct/Collctbbs-personally Bght Lst 12 Any                                      | 107 |
| Collct/Collctbbs-personally Bght Lst 12 None Of These                            | 95  |
| Collct/Collctbbs-personally Bght Lst 12 Other                                    | 99  |
| Leisure Activities/Hobbies-last 12 Mos None Of These                             | 107 |
| Live Thtr/Conc/Dnce-attnd Lst 12 Mo Ye Comedy Club                               | 90  |
| Movie Attendance-how Often Last 90 Days 6 Or More                                | 94  |
| Movie Genre - Type Of Movie Seen Action/Adventure                                | 94  |
| Movie Genre - Type Of Movie Seen Comedy  | 86  |
| Movie Genre - Type Of Movie Seen Documentary                                     | 86  |
| Movie Genre - Type Of Movie Seen Drama   | 90  |
| Movie Genre - Type Of Movie Seen Family  | 109 |

|  |     |
|--|-----|
| Movie Genre - Type Of Movie Seen Foreign Language/Independent                | 72  |
| Movie Genre - Type Of Movie Seen Horror                                      | 114 |
| Movie Genre - Type Of Movie Seen Mystery/Suspense/Thriller                   | 100 |
| Movie Genre - Type Of Movie Seen Other                                       | 108 |
| Movie Genre - Type Of Movie Seen Romantic Comedy                             | 82  |
| Movie Genre - Type Of Movie Seen Science Fiction                             | 103 |
| Physical Fitness Program - Times A Week 5 Or More                            | 82  |
| Sports-played/Participated Last 12 Mos Don't Know/No Answer                  | 121 |
| Sports-played/Participated Last 12 Mos Downhill/Cross Country<br>Snow Skiing | 83  |
| Sports-played/Participated Last 12 Mos None Of These                         | 109 |
| Sports-played/Participated Last 12 Mos Other Sports                          | 89  |
| Sports-played/Participated Last 12 Mos Salt Water Fishing                    | 105 |
| Sports-played/Participated Last 12 Mos Snowboarding                          | 96  |
| Sports-played/Participated Last 12 Mos Snowmobiling                          | 108 |
| State Lot-#Times Bght Tickets Lst 12 Mo More Than Once A Week                | 112 |
| State Lottery - Types Played Lst 12 Mos Daily Drawing                        | 104 |
| State Lottery - Types Played Lst 12 Mos Instant Game                         | 108 |
| State Lottery - Types Played Lst 30 Dys Daily Drawing                        | 105 |
| State Lottery - Types Played Lst 30 Dys Instant Game                         | 106 |
| State Lottery State Lottery-bought Tickets Last 12 Mo                        | 100 |
| Theme Parks -Attended Summary Busch Gardens                                  | 90  |
| Theme Parks -Attended Summary Disney (Any Fl)                                | 77  |
| Theme Parks -Attended Summary Universal Studios                              | 82  |
| Theme Parks Theme Parks - Visit Any Last 12 Months                           | 90  |

All values are displayed as indexed numbers (Base Average = 100) given the Index Base File: Entire US