



Sports and Leisure Market Potential

Yorkville City, IL
 Yorkville City, IL (1784038)
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024	
Population		18,987	20,549	
Population 18+		13,763	14,864	
Households		6,660	7,207	
Median Household Income		\$92,084	\$101,224	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months		1,156	8.4%	110
Participated in archery in last 12 months		381	2.8%	101
Participated in backpacking in last 12 months		588	4.3%	125
Participated in baseball in last 12 months		710	5.2%	129
Participated in basketball in last 12 months		1,207	8.8%	110
Participated in bicycling (mountain) in last 12 months		676	4.9%	117
Participated in bicycling (road) in last 12 months		1,589	11.5%	119
Participated in boating (power) in last 12 months		930	6.8%	143
Participated in bowling in last 12 months		1,504	10.9%	124
Participated in canoeing/kayaking in last 12 months		1,051	7.6%	112
Participated in fishing (fresh water) in last 12 months		1,873	13.6%	117
Participated in fishing (salt water) in last 12 months		664	4.8%	123
Participated in football in last 12 months		717	5.2%	111
Participated in Frisbee in last 12 months		671	4.9%	122
Participated in golf in last 12 months		1,472	10.7%	129
Participated in hiking in last 12 months		2,054	14.9%	121
Participated in horseback riding in last 12 months		329	2.4%	102
Participated in hunting with rifle in last 12 months		639	4.6%	110
Participated in hunting with shotgun in last 12 months		470	3.4%	101
Participated in ice skating in last 12 months		469	3.4%	119
Participated in jogging/running in last 12 months		2,233	16.2%	127
Participated in motorcycling in last 12 months		470	3.4%	112
Participated in Pilates in last 12 months		437	3.2%	128
Participated in ping pong in last 12 months		616	4.5%	114
Participated in skiing (downhill) in last 12 months		430	3.1%	113
Participated in soccer in last 12 months		674	4.9%	122
Participated in softball in last 12 months		517	3.8%	133
Participated in swimming in last 12 months		2,694	19.6%	120
Participated in target shooting in last 12 months		815	5.9%	136
Participated in tennis in last 12 months		563	4.1%	119
Participated in volleyball in last 12 months		604	4.4%	126
Participated in walking for exercise in last 12 months		3,880	28.2%	115
Participated in weight lifting in last 12 months		1,842	13.4%	129
Participated in yoga in last 12 months		1,278	9.3%	115
Participated in Zumba in last 12 months		480	3.5%	107
Spent on sports/rec equip in last 12 months: \$1-99		1,013	7.4%	121
Spent on sports/rec equip in last 12 months: \$100-\$249		1,053	7.7%	125
Spent on sports/rec equip in last 12 months: \$250+		1,486	10.8%	134
Attend sports events		2,913	21.2%	127
Attend sports events: baseball game - MLB reg seas		936	6.8%	121
Attend sports events: basketball game-NBA reg seas		258	1.9%	111
Attend sports events: football game (college)		639	4.6%	131
Attend sports events: high school sports		636	4.6%	137

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 2019 and 2024.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	1,740	12.6%	115
Watch sports on TV	8,667	63.0%	109
Watch on TV: alpine skiing/ski jumping	513	3.7%	104
Watch on TV: auto racing (NASCAR)	1,304	9.5%	102
Watch on TV: auto racing (not NASCAR)	536	3.9%	97
Watch on TV: baseball (MLB regular season)	3,050	22.2%	113
Watch on TV: baseball (MLB playoffs/World Series)	2,708	19.7%	112
Watch on TV: basketball (college)	2,100	15.3%	113
Watch on TV: basketball (NCAA tournament)	2,116	15.4%	116
Watch on TV: basketball (NBA regular season)	2,223	16.2%	109
Watch on TV: basketball (NBA playoffs/finals)	2,493	18.1%	110
Watch on TV: basketball (WNBA)	408	3.0%	95
Watch on TV: bicycle racing	283	2.1%	94
Watch on TV: bowling	227	1.6%	85
Watch on TV: boxing	814	5.9%	96
Watch on TV: bull riding (pro)	388	2.8%	93
Watch on TV: Equestrian events	264	1.9%	88
Watch on TV: extreme sports (summer)	558	4.1%	117
Watch on TV: extreme sports (winter)	594	4.3%	113
Watch on TV: figure skating	823	6.0%	97
Watch on TV: fishing	652	4.7%	104
Watch on TV: football (college)	3,777	27.4%	117
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	5,233	38.0%	118
Watch on TV: football (NFL weekend games)	4,913	35.7%	120
Watch on TV: football (NFL playoffs/Super Bowl)	5,104	37.1%	117
Watch on TV: golf (PGA)	1,774	12.9%	115
Watch on TV: golf (LPGA)	476	3.5%	99
Watch on TV: gymnastics	979	7.1%	118
Watch on TV: high school sports	820	6.0%	124
Watch on TV: horse racing (at track or OTB)	316	2.3%	90
Watch on TV: ice hockey (NHL regular season)	1,110	8.1%	100
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,127	8.2%	102
Watch on TV: mixed martial arts (MMA)	682	5.0%	119
Watch on TV: motorcycle racing	400	2.9%	109
Watch on TV: Olympics (summer)	2,607	18.9%	111
Watch on TV: Olympics (winter)	1,881	13.7%	100
Watch on TV: rodeo	353	2.6%	85
Watch on TV: soccer (MLS)	904	6.6%	136
Watch on TV: soccer (World Cup)	1,072	7.8%	111
Watch on TV: tennis (men`s)	801	5.8%	98
Watch on TV: tennis (women`s)	724	5.3%	90
Watch on TV: track & field	579	4.2%	97
Watch on TV: volleyball (pro beach)	439	3.2%	105
Watch on TV: wrestling (WWE)	538	3.9%	85
Interest in sports: college basketball Super Fan	514	3.7%	93
Interest in sports: college football Super Fan	1,115	8.1%	108
Interest in sports: golf Super Fan	222	1.6%	87
Interest in sports: high school sports Super Fan	317	2.3%	74
Interest in sports: MLB Super Fan	612	4.4%	87
Interest in sports: NASCAR Super Fan	281	2.0%	75
Interest in sports: NBA Super Fan	680	4.9%	90
Interest in sports: NFL Super Fan	1,738	12.6%	109
Interest in sports: NHL Super Fan	321	2.3%	72
Interest in sports: soccer Super Fan	408	3.0%	107

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,561	11.3%	94
Member of charitable organization	619	4.5%	104
Member of church board	367	2.7%	103
Member of fraternal order	263	1.9%	85
Member of religious club	563	4.1%	120
Member of union	513	3.7%	99
Member of veterans club	347	2.5%	101
Attended adult education course in last 12 months	1,215	8.8%	110
Went to art gallery in last 12 months	1,010	7.3%	93
Attended auto show in last 12 months	887	6.4%	106
Did baking in last 12 months	3,696	26.9%	119
Barbecued in last 12 months	4,513	32.8%	118
Went to bar/night club in last 12 months	2,672	19.4%	113
Went to beach in last 12 months	4,657	33.8%	117
Played billiards/pool in last 12 months	951	6.9%	104
Played bingo in last 12 months	674	4.9%	110
Did birdwatching in last 12 months	656	4.8%	106
Played board game in last 12 months	2,739	19.9%	127
Read book in last 12 months	4,821	35.0%	109
Participated in book club in last 12 months	430	3.1%	104
Went on overnight camping trip in last 12 months	2,067	15.0%	121
Played cards in last 12 months	2,542	18.5%	113
Played chess in last 12 months	528	3.8%	108
Played computer game (offline w/software)/12 months	1,028	7.5%	103
Played computer game (online w/o software)/12 months	1,733	12.6%	107
Cooked for fun in last 12 months	2,953	21.5%	109
Did crossword puzzle in last 12 months	1,273	9.2%	95
Danced/went dancing in last 12 months	1,023	7.4%	103
Attended dance performance in last 12 months	708	5.1%	115
Dined out in last 12 months	8,160	59.3%	114
Participated in fantasy sports league last 12 months	915	6.6%	143
Participated in tailgating in last 12 months	823	6.0%	136
Did furniture refinishing in last 12 months	646	4.7%	116
Gambled at casino in last 12 months	1,903	13.8%	105
Gambled in Las Vegas in last 12 months	568	4.1%	117
Participate in indoor gardening/plant care	1,188	8.6%	97
Attended horse races in last 12 months	318	2.3%	95
Participated in karaoke in last 12 months	529	3.8%	101
Bought lottery ticket in last 12 months	4,896	35.6%	102
Played lottery 6+ times in last 30 days	1,288	9.4%	91
Bought lottery ticket in last 12 months: Daily Drawing	313	2.3%	73
Bought lottery ticket in last 12 months: Instant Game	2,305	16.7%	93
Bought lottery ticket in last 12 months: Mega Millions	2,354	17.1%	106
Bought lottery ticket in last 12 months: Powerball	3,112	22.6%	109
Attended a movie in last 6 months	9,115	66.2%	113
Attended movie in last 90 days: once/week or more	311	2.3%	94
Attended movie in last 90 days: 2-3 times a month	982	7.1%	116
Attended movie in last 90 days: once a month	1,618	11.8%	124
Attended movie in last 90 days: < once a month	5,453	39.6%	112
Movie genre seen at theater/6 months: action	4,615	33.5%	116

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	5,228	38.0%	118
Movie genre seen at theater/6 months: comedy	4,108	29.8%	119
Movie genre seen at theater/6 months: crime	1,767	12.8%	119
Movie genre seen at theater/6 months: drama	3,616	26.3%	111
Movie genre seen at theater/6 months: family	2,024	14.7%	122
Movie genre seen at theater/6 months: fantasy	2,727	19.8%	116
Movie genre seen at theater/6 months: horror	981	7.1%	96
Movie genre seen at theater/6 months: romance	921	6.7%	109
Movie genre seen at theater/6 months: science fiction	2,993	21.7%	123
Movie genre seen at theater/6 months: thriller	2,022	14.7%	114
Went to museum in last 12 months	2,026	14.7%	107
Attended classical music/opera performance/12 months	464	3.4%	87
Attended country music performance in last 12 months	1,079	7.8%	123
Attended rock music performance in last 12 months	1,518	11.0%	115
Played musical instrument in last 12 months	1,146	8.3%	105
Did painting/drawing in last 12 months	1,118	8.1%	103
Did photo album/scrapbooking in last 12 months	635	4.6%	104
Did photography in last 12 months	1,392	10.1%	103
Did Sudoku puzzle in last 12 months	1,227	8.9%	112
Went to live theater in last 12 months	1,579	11.5%	104
Visited a theme park in last 12 months	3,132	22.8%	120
Visited a theme park 5+ times in last 12 months	723	5.3%	133
Participated in trivia games in last 12 months	1,000	7.3%	110
Played video/electronic game (console) last 12 months	1,333	9.7%	109
Played video/electronic game (portable) last 12 months	662	4.8%	103
Visited an indoor water park in last 12 months	513	3.7%	106
Did woodworking in last 12 months	763	5.5%	111
Participated in word games in last 12 months	1,459	10.6%	103
Went to zoo in last 12 months	2,156	15.7%	127
Purchased DVD/Blu-ray disc online in last 12 months	1,007	7.3%	118
Rented DVDs in last 30 days: 1	517	3.8%	120
Rented DVDs in last 30 days: 2	453	3.3%	105
Rented DVDs in last 30 days: 3+	1,221	8.9%	114
Rented movie/oth video/30 days: action/adventure	3,436	25.0%	121
Rented movie/oth video/30 days: classics	866	6.3%	104
Rented movie/oth video/30 days: comedy	3,100	22.5%	116
Rented movie/oth video/30 days: drama	2,219	16.1%	115
Rented movie/oth video/30 days: family/children	1,894	13.8%	141
Rented movie/oth video/30 days: foreign	245	1.8%	74
Rented movie/oth video/30 days: horror	841	6.1%	89
Rented movie/oth video/30 days: musical	370	2.7%	93
Rented movie/oth video/30 days: news/documentary	567	4.1%	106
Rented movie/oth video/30 days: romance	1,154	8.4%	115
Rented movie/oth video/30 days: science fiction	1,083	7.9%	107
Rented movie/oth video/30 days: TV show	1,143	8.3%	106
Rented movie/oth video/30 days: western	374	2.7%	95

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Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,397	10.2%	124
Rented DVD/Blu-ray/30 days: from netflix.com	2,073	15.1%	116
Rented/purch DVD/Blu-ray/30 days: from Redbox	2,592	18.8%	124
HH owns ATV/UTV	407	6.1%	100
Bought any children`s toy/game in last 12 months	5,383	39.1%	121
Spent on toys/games for child last 12 months: <\$50	809	5.9%	104
Spent on toys/games for child last 12 months: \$50-99	341	2.5%	102
Spent on toys/games for child last 12 months: \$100-199	946	6.9%	119
Spent on toys/games for child last 12 months: \$200-499	1,622	11.8%	128
Spent on toys/games for child last 12 months: \$500+	908	6.6%	138
Bought any toys/games online in last 12 months	1,883	13.7%	132
Bought infant toy in last 12 months	1,051	7.6%	121
Bought pre-school toy in last 12 months	1,203	8.7%	124
Bought for child last 12 months: boy action figure	1,202	8.7%	121
Bought for child last 12 months: girl action figure	608	4.4%	121
Bought for child last 12 months: action game	457	3.3%	110
Bought for child last 12 months: bicycle	1,075	7.8%	134
Bought for child last 12 months: board game	2,136	15.5%	131
Bought for child last 12 months: builder set	887	6.4%	128
Bought for child last 12 months: car	1,321	9.6%	122
Bought for child last 12 months: construction toy	1,039	7.5%	133
Bought for child last 12 months: fashion doll	585	4.3%	100
Bought for child last 12 months: large/baby doll	1,193	8.7%	126
Bought for child last 12 months: doll accessories	717	5.2%	131
Bought for child last 12 months: doll clothing	689	5.0%	123
Bought for child last 12 months: educational toy	2,041	14.8%	129
Bought for child last 12 months: electronic doll/animal	434	3.2%	118
Bought for child last 12 months: electronic game	1,028	7.5%	128
Bought for child last 12 months: mechanical toy	728	5.3%	125
Bought for child last 12 months: model kit/set	450	3.3%	109
Bought for child last 12 months: plush doll/animal	1,496	10.9%	129
Bought for child last 12 months: sound game	239	1.7%	102
Bought for child last 12 months: water toy	1,614	11.7%	130
Bought for child last 12 months: word game	362	2.6%	102

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Product/Consumer Behavior	Expected		MPI
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Bought digital book in last 12 months	2,125	15.4%	119
Bought hardcover book in last 12 months	3,095	22.5%	112
Bought paperback book in last 12 months	4,582	33.3%	117
Bought 1-3 books in last 12 months	2,915	21.2%	106
Bought 4-6 books in last 12 months	1,624	11.8%	119
Bought 7+ books in last 12 months	2,421	17.6%	117
Bought book (fiction) in last 12 months	4,022	29.2%	120
Bought book (non-fiction) in last 12 months	3,675	26.7%	121
Bought biography in last 12 months	991	7.2%	105
Bought children`s book in last 12 months	1,577	11.5%	119
Bought cookbook in last 12 months	930	6.8%	101
Bought history book in last 12 months	1,337	9.7%	108
Bought mystery book in last 12 months	1,528	11.1%	105
Bought novel in last 12 months	2,153	15.6%	118
Bought religious book (not bible) in last 12 months	969	7.0%	117
Bought romance book in last 12 months	861	6.3%	112
Bought science fiction book in last 12 months	808	5.9%	105
Bought personal/business self-help book last 12 months	1,095	8.0%	127
Bought travel book in last 12 months	327	2.4%	106
Bought book online in last 12 months	3,620	26.3%	128
Bought book last 12 months: amazon.com	3,228	23.5%	117
Bought book last 12 months: barnes&noble.com	403	2.9%	125
Bought book last 12 months: Barnes & Noble book store	2,142	15.6%	121
Bought book last 12 months: other book store (not B&N)	1,444	10.5%	107
Bought book last 12 months: mail order	275	2.0%	108
Listened to/purchased audiobook in last 6 months	972	7.1%	118

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