



Sports and Leisure Market Potential

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

Prepared by Esri

Demographic Summary		2022	2027
Population		22,737	24,311
Population 18+		16,510	17,621
Households		7,829	8,388
Median Household Income		\$109,164	\$116,193
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	1,570	9.5%	113
Participated in archery in last 12 months	413	2.5%	102
Participated in backpacking in last 12 months	740	4.5%	124
Participated in baseball in last 12 months	512	3.1%	106
Participated in basketball in last 12 months	1,238	7.5%	111
Participated in bicycling (mountain) in last 12 months	794	4.8%	128
Participated in bicycling (road) in last 12 months	2,071	12.5%	111
Participated in boating (power) in last 12 months	915	5.5%	108
Participated in bowling in last 12 months	1,560	9.4%	117
Participated in canoeing/kayaking in last 12 months	1,273	7.7%	105
Participated in fishing (fresh water) in last 12 months	1,801	10.9%	102
Participated in fishing (salt water) in last 12 months	672	4.1%	116
Participated in football in last 12 months	582	3.5%	114
Participated in Frisbee in last 12 months	699	4.2%	116
Participated in golf in last 12 months	1,574	9.5%	121
Participated in hiking in last 12 months	3,044	18.4%	115
Participated in horseback riding in last 12 months	317	1.9%	93
Participated in hunting with rifle in last 12 months	512	3.1%	89
Participated in hunting with shotgun in last 12 months	392	2.4%	85
Participated in ice skating in last 12 months	407	2.5%	105
Participated in jogging/running in last 12 months	2,320	14.1%	126
Participated in motorcycling in last 12 months	518	3.1%	110
Participated in Pilates in last 12 months	488	3.0%	94
Participated in ping pong in last 12 months	674	4.1%	117
Participated in rock climbing in last 12 months	348	2.1%	119
Participated in roller skating in last 12 months	318	1.9%	124
Participated in skiing (downhill) in last 12 months	450	2.7%	98
Participated in soccer in last 12 months	755	4.6%	117
Participated in softball in last 12 months	286	1.7%	91
Participated in swimming in last 12 months	3,034	18.4%	117
Participated in target shooting in last 12 months	1,003	6.1%	113
Participated in tennis in last 12 months	754	4.6%	121
Participated in volleyball in last 12 months	501	3.0%	115
Participated in walking for exercise in last 12 months	5,696	34.5%	111
Participated in weight lifting in last 12 months	2,572	15.6%	123
Participated in yoga in last 12 months	1,850	11.2%	108
Participated in Zumba in last 12 months	648	3.9%	120
Spent on sports/recreation equipment in last 12 months: \$1-99	1,194	7.2%	115
Spent on sports/recreation equipment in last 12 months: \$100-\$249	1,041	6.3%	109
Spent on sports/recreation equipment in last 12 months: \$250+	1,705	10.3%	120
Attend sports events: basketball game (college)	255	1.5%	95
Attend sports events: football game (college)	569	3.4%	126
Attend sports events: high school sports	475	2.9%	115
Attend sports events: baseball game (MLB regular season)	585	3.5%	107
Attend sports events	2,551	15.5%	122
Listen to sports on radio	1,627	9.9%	107
Watch sports on TV	10,376	62.8%	108

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Sports and Leisure Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch on TV: alpine skiing/ski jumping	408	2.5%	90
Watch on TV: auto racing (NASCAR)	1,235	7.5%	97
Watch on TV: auto racing (not NASCAR)	703	4.3%	108
Watch on TV: baseball (MLB regular season)	3,462	21.0%	116
Watch on TV: baseball (MLB playoffs/World Series)	3,024	18.3%	112
Watch on TV: basketball (college)	2,484	15.0%	117
Watch on TV: basketball (NCAA tournament)	1,730	10.5%	113
Watch on TV: basketball (NBA regular season)	2,552	15.5%	111
Watch on TV: basketball (NBA playoffs/finals)	2,602	15.8%	112
Watch on TV: basketball (WNBA)	397	2.4%	90
Watch on TV: bicycle racing	347	2.1%	114
Watch on TV: bowling	347	2.1%	95
Watch on TV: boxing	956	5.8%	100
Watch on TV: bull riding (pro)	335	2.0%	83
Watch on TV: esports on TV	460	2.8%	97
Watch on TV: extreme sports (summer)	340	2.1%	113
Watch on TV: extreme sports (winter)	324	2.0%	93
Watch on TV: figure skating	836	5.1%	100
Watch on TV: fishing	570	3.5%	100
Watch on TV: football (college)	4,936	29.9%	118
Watch on TV: football (NFL Sunday/Monday/Thursday night games)	5,841	35.4%	113
Watch on TV: football (NFL weekend games)	5,656	34.3%	116
Watch on TV: football (NFL playoffs/Super Bowl)	5,986	36.3%	114
Watch on TV: golf (PGA)	2,200	13.3%	112
Watch on TV: golf (LPGA)	392	2.4%	84
Watch on TV: gymnastics	670	4.1%	99
Watch on TV: high school sports	805	4.9%	121
Watch on TV: horse racing (at track or OTB)	370	2.2%	88
Watch on TV: ice hockey (NHL regular season)	1,483	9.0%	114
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,430	8.7%	114
Watch on TV: mixed martial arts (MMA)	355	2.2%	87
Watch on TV: motorcycle racing	240	1.5%	94
Watch on TV: Olympics (summer)	1,356	8.2%	101
Watch on TV: Olympics (winter)	1,266	7.7%	97
Watch on TV: international soccer	965	5.8%	110
Watch on TV: rodeo	247	1.5%	85
Watch on TV: soccer (MLS)	1,065	6.5%	133
Watch on TV: U.S. men`s soccer national team	681	4.1%	118
Watch on TV: U.S. women`s soccer national team	760	4.6%	107
Watch on TV: soccer (World Cup)	1,112	6.7%	114
Watch on TV: tennis (men`s)	1,167	7.1%	104
Watch on TV: tennis (women`s)	1,144	6.9%	105
Watch on TV: track & field	452	2.7%	99
Watch on TV: volleyball (pro beach)	310	1.9%	102
Watch on TV: ultimate fighting championship (UFC)	669	4.1%	99
Watch on TV: other mixed martial arts (MMA)	355	2.2%	87
Watch on TV: wrestling (WWE)	606	3.7%	93
Interest in sports: college basketball super fan	397	2.4%	80
Interest in sports: college football super fan	1,096	6.6%	110
Interest in sports: golf super fan	262	1.6%	94
Interest in sports: high school sports super fan	257	1.6%	73
Interest in sports: International soccer super fan	718	4.3%	89
Interest in sports: MLB super fan	687	4.2%	96
Interest in sports: MLS soccer super fan	394	2.4%	81
Interest in sports: NASCAR super fan	227	1.4%	76
Interest in sports: NBA super fan	568	3.4%	74
Interest in sports: NFL super fan	1,770	10.7%	104
Interest in sports: NHL super fan	392	2.4%	86

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Sports and Leisure Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	2,347	14.2%	94
Member of church board	469	2.8%	101
Member of fraternal order	384	2.3%	91
Member of religious club	540	3.3%	99
Member of union	717	4.3%	106
Member of veterans club	467	2.8%	118
Participate in indoor gardening or plant care	2,258	13.7%	102
Attended adult education course in last 12 months	1,751	10.6%	108
Visited an aquarium in last 12 months	1,094	6.6%	124
Went to art gallery in last 12 months	1,197	7.3%	107
Attended auto show in last 12 months	862	5.2%	106
Did baking in last 12 months	5,232	31.7%	109
Barbecued in last 12 months	5,667	34.3%	113
Went to bar/night club in last 12 months	3,243	19.6%	116
Went to beach in last 12 months	5,327	32.3%	109
Played billiards/pool in last 12 months	872	5.3%	105
Played bingo in last 12 months	682	4.1%	100
Did birdwatching in last 12 months	823	5.0%	85
Played board game in last 12 months	4,308	26.1%	120
Read book in last 12 months	6,791	41.1%	110
Participated in book club in last 12 months	661	4.0%	112
Went on overnight camping trip in last 12 months	2,385	14.4%	111
Played cards in last 12 months	3,427	20.8%	112
Played chess in last 12 months	689	4.2%	111
Played computer game (offline w/software)/12 months	1,472	8.9%	110
Played computer game (online w/o software)/12 months	2,574	15.6%	105
Cooked for fun in last 12 months	4,182	25.3%	103
Did crossword puzzle in last 12 months	2,054	12.4%	97
Danced/went dancing in last 12 months	1,321	8.0%	99
Attended dance performance in last 12 months	503	3.0%	97
Dined out in last 12 months	9,248	56.0%	111
Flew a drone in last 12 months	512	3.1%	116
Attended state/county fair in last 12 months	1,776	10.8%	105
Participated in fantasy sports league last 12 months	1,058	6.4%	140
Did furniture refinishing in last 12 months	857	5.2%	115
Gambled at casino in last 12 months	1,994	12.1%	106
Gambled in Las Vegas in last 12 months	711	4.3%	125
Participate in indoor gardening/plant care	2,258	13.7%	102
Participated in genealogy in last 12 months	894	5.4%	109
Attended horse races in last 12 months	311	1.9%	95
Participated in karaoke in last 12 months	614	3.7%	106
Bought lottery ticket in last 12 months	5,527	33.5%	103
Played lottery 6+ times in last 30 days	1,580	9.6%	93
Bought lottery ticket in last 12 months: Daily Drawing	508	3.1%	90
Bought lottery ticket in last 12 months: Instant Game	3,113	18.9%	102
Bought lottery ticket in last 12 months: Mega Millions	3,013	18.2%	107
Bought lottery ticket in last 12 months: Powerball	3,305	20.0%	109
Attended a movie in last 6 months	8,755	53.0%	111
Attended movie in last 90 days: once/week or more	218	1.3%	93
Attended movie in last 90 days: 2-3 times a month	479	2.9%	123
Attended movie in last 90 days: once a month	950	5.8%	120
Attended movie in last 90 days: < once a month	6,066	36.7%	111
Movie genre seen at theater/6 months: action	3,289	19.9%	117

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Sports and Leisure Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	3,707	22.5%	119
Movie genre seen at theater/6 months: animation genre	2,143	13.0%	124
Movie genre seen at theater/6 months: biography genre	1,472	8.9%	112
Movie genre seen at theater/6 months: comedy	3,190	19.3%	115
Movie genre seen at theater/6 months: crime	1,571	9.5%	112
Movie genre seen at theater/6 months: drama	3,292	19.9%	112
Movie genre seen at theater/6 months: family	1,592	9.6%	120
Movie genre seen at theater/6 months: fantasy	2,110	12.8%	118
Movie genre seen at theater/6 months: horror	963	5.8%	103
Movie genre seen at theater/6 months: romance	1,171	7.1%	101
Movie genre seen at theater/6 months: science fiction	1,668	10.1%	114
Movie genre seen at theater/6 months: thriller	1,591	9.6%	105
Went to museum in last 12 months	2,327	14.1%	112
Attended classical music/opera performance/12 months	562	3.4%	102
Attended country music performance in last 12 months	957	5.8%	119
Attended rock music performance in last 12 months	1,510	9.1%	115
Played musical instrument in last 12 months	1,481	9.0%	110
Did painting/drawing in last 12 months	1,686	10.2%	101
Did photo album/scrapbooking in last 12 months	859	5.2%	119
Did photography in last 12 months	1,848	11.2%	107
Did Sudoku puzzle in last 12 months	1,603	9.7%	105
Participated in tailgating in last 12 months	635	3.8%	120
Went to live theater in last 12 months	1,910	11.6%	115
Visited a theme park in last 12 months	2,768	16.8%	117
Visited a theme park 5+ times in last 12 months	701	4.2%	131
Participated in trivia games in last 12 months	1,441	8.7%	112
Played video/electronic game (console) last 12 months	2,168	13.1%	112
Played video/electronic game (portable) last 12 months	1,163	7.0%	118
Visited an indoor water park in last 12 months	438	2.7%	110
Did woodworking in last 12 months	916	5.5%	99
Went to zoo in last 12 months	2,287	13.9%	122
Bought 1-2 DVDs/30 Days	601	3.6%	121
Bought 3+ DVDs/30 Days	349	2.1%	90
Rented DVDs (movie or other video) in last 30 days: 1	467	2.8%	121
Rented DVDs (movie or other video) in last 30 days: 2	450	2.7%	123
Rented DVDs (movie or other video) in last 30 days: 3+	748	4.5%	120
Rented movie or other video/30 days: action/adventure	3,726	22.6%	118
Rented movie or other video/30 days: classics	954	5.8%	107
Rented movie or other video/30 days: comedy	3,000	18.2%	114
Rented movie or other video/30 days: drama	2,281	13.8%	114
Rented movie or other video/30 days: family/children	1,561	9.5%	127
Rented movie or other video/30 days: foreign	304	1.8%	88
Rented movie or other video/30 days: horror	944	5.7%	100
Rented movie or other video/30 days: musical	395	2.4%	98
Rented movie or other video/30 days: news/documentary	712	4.3%	109
Rented movie or other video/30 days: romance	1,043	6.3%	111
Rented movie or other video/30 days: science fiction	1,148	7.0%	109
Rented movie or other video/30 days: TV show	1,290	7.8%	114
Rented movie or other video/30 days: western	387	2.3%	108

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Sports and Leisure Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purchased DVD/Blu-ray/30 days: from amazon.com	2,443	14.8%	124
Rented DVD/Blu-ray/30 days: from netflix.com	1,482	9.0%	114
Rented/purchased DVD/Blu-ray/30 days: from Redbox	1,849	11.2%	127
Bought any children`s toy/game in last 12 months	6,836	41.4%	114
Spent on toys/games for child last 12 months: \$1-49	1,262	7.6%	111
Spent on toys/games for child last 12 months: \$50-99	537	3.3%	105
Spent on toys/games for child last 12 months: \$100-199	1,275	7.7%	106
Spent on toys/games for child last 12 months: \$200-499	2,023	12.3%	121
Spent on toys/games for child last 12 months: \$500+	1,154	7.0%	127
Bought infant toy in last 12 months	1,192	7.2%	107
Bought pre-school toy in last 12 months	1,272	7.7%	112
Bought for child last 12 months: boy action figure	1,315	8.0%	108
Bought for child last 12 months: girl action figure	545	3.3%	104
Bought for child last 12 months: action game	499	3.0%	119
Bought for child last 12 months: bicycle	1,202	7.3%	118
Bought for child last 12 months: board game	3,027	18.3%	127
Bought for child last 12 months: builder set	1,114	6.7%	124
Bought for child last 12 months: car	1,511	9.2%	119
Bought for child last 12 months: construction toy	1,125	6.8%	110
Bought for child last 12 months: fashion doll	783	4.7%	111
Bought for child last 12 months: large/baby doll	1,212	7.3%	112
Bought for child last 12 months: doll accessories	692	4.2%	104
Bought for child last 12 months: doll clothing	719	4.4%	117
Bought for child last 12 months: educational toy	2,420	14.7%	111
Bought for child last 12 months: electronic doll/animal	423	2.6%	98
Bought for child last 12 months: electronic game	1,120	6.8%	122
Bought for child last 12 months: mechanical toy	712	4.3%	107
Bought for child last 12 months: model kit/set	683	4.1%	115
Bought for child last 12 months: plush doll/animal	1,848	11.2%	120
Bought for child last 12 months: water toy	1,724	10.4%	122
Bought for child last 12 months: word game	477	2.9%	120

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Sports and Leisure Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	3,120	18.9%	109
Bought hardcover book in last 12 months	4,310	26.1%	107
Bought paperback book in last 12 months	5,524	33.5%	107
Bought 1-3 books in last 12 months	3,520	21.3%	104
Bought 4-6 books in last 12 months	1,944	11.8%	110
Bought 7+ books in last 12 months	3,449	20.9%	109
Bought book (fiction) in last 12 months	5,250	31.8%	111
Bought book (non-fiction) in last 12 months	4,761	28.8%	107
Bought biography in last 12 months	1,412	8.6%	103
Bought children`s book in last 12 months	1,931	11.7%	118
Bought cookbook in last 12 months	1,098	6.7%	98
Bought history book in last 12 months	1,705	10.3%	108
Bought mystery book in last 12 months	1,964	11.9%	103
Bought novel in last 12 months	2,559	15.5%	104
Bought religious book (Not Bible) in last 12 months	1,054	6.4%	108
Bought romance book in last 12 months	901	5.5%	99
Bought science fiction book in last 12 months	1,074	6.5%	106
Bought personal/business self-help book last 12 months	1,505	9.1%	117
Bought travel book in last 12 months	307	1.9%	96
Purchased greeting card in last 12 months	9,519	57.7%	106
Bought book from Barnes & Noble store in last 12 months	1,951	11.8%	110
Bought book from other book store in last 12 months	1,756	10.6%	120
Bought book from Amazon Online in last 12 months	5,567	33.7%	110
Bought book from Barnes & Noble Online in last 12 months	405	2.5%	102
Bought book from iTunes/Apple Books in last 12 months	280	1.7%	98
Listened to Audiobook in last 6 months	1,517	9.2%	115

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.