



# Sports and Leisure Market Potential

Yorkville

Prepared by Esri

Demographic Summary		2023	2028
Population		23,098	25,998
Population 18+		16,787	18,839
Households		8,010	9,080
Median Household Income		\$100,664	\$106,275
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	1,582	9.4%	113
Participated in Archery/12 Mo	498	3.0%	122
Participated in Backpacking/12 Mo	709	4.2%	119
Participated in Baseball/12 Mo	491	2.9%	114
Participated in Basketball/12 Mo	1,153	6.9%	120
Participated in Bicycling (Mountain)/12 Mo	780	4.6%	130
Participated in Bicycling (Road)/12 Mo	2,222	13.2%	110
Participated in Boating (Power)/12 Mo	871	5.2%	108
Participated in Bowling/12 Mo	1,235	7.4%	110
Participated in Canoeing or Kayaking/12 Mo	1,364	8.1%	108
Participated in Fishing (Fresh Water)/12 Mo	1,853	11.0%	105
Participated in Fishing (Salt Water)/12 Mo	573	3.4%	99
Participated in Football/12 Mo	467	2.8%	117
Participated in Frisbee/12 Mo	637	3.8%	110
Participated in Golf/12 Mo	1,603	9.5%	121
Participated in Hiking/12 Mo	3,499	20.8%	110
Participated in Horseback Riding/12 Mo	334	2.0%	103
Participated in Hunting w/Rifle/12 Mo	544	3.2%	96
Participated in Hunting w/Shotgun/12 Mo	420	2.5%	101
Participated in Ice Skating/12 Mo	394	2.3%	106
Participated in Jogging or Running/12 Mo	2,332	13.9%	123
Participated in Motorcycling/12 Mo	501	3.0%	113
Participated in Pilates/12 Mo	548	3.3%	116
Participated in Ping Pong/12 Mo	705	4.2%	122
Participated in Rock Climbing/12 Mo	327	1.9%	126
Participated in Roller Skating/12 Mo	302	1.8%	113
Participated in Skiing (Downhill)/12 Mo	474	2.8%	110
Participated in Soccer/12 Mo	605	3.6%	115
Participated in Softball/12 Mo	256	1.5%	94
Participated in Swimming/12 Mo	2,799	16.7%	111
Participated in Target Shooting/12 Mo	987	5.9%	118
Participated in Tennis/12 Mo	762	4.5%	119
Participated in Volleyball/12 Mo	472	2.8%	120
Participated in Walking for Exercise/12 Mo	5,978	35.6%	105
Participated in Weight Lifting/12 Mo	2,809	16.7%	119
Participated in Yoga/12 Mo	2,112	12.6%	115
Participated in Zumba/12 Mo	563	3.4%	108
Spent \$1-99 on Sports/Recreation Equipment/12 Mo	1,274	7.6%	109
Spent \$100-249 on Sports/Recreation Equipment/12 Mo	1,151	6.9%	109
Spent \$250+ on Sports/Recreation Equipment/12 Mo	1,973	11.8%	115
Attend College Basketball Game/12 Mo	185	1.1%	100
Attend College Football Game/12 Mo	433	2.6%	125
Attend High School Sports Events/12 Mo	545	3.2%	114
Attend MLB Regular Season Baseball Game/12 Mo	455	2.7%	102
Attend Sports Events	2,159	12.9%	114
Listen to Sports on Radio	1,632	9.7%	111
Watch Alpine Skiing or Ski Jumping on TV	505	3.0%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Watch Auto Racing (Not NASCAR) on TV	769	4.6%	109
Watch Bicycle Racing on TV	385	2.3%	113
Watch Bowling on TV	365	2.2%	97
Watch Boxing on TV	1,041	6.2%	99
Watch College Basketball on TV	2,337	13.9%	115
Watch College Football on TV	5,021	29.9%	113
Watch Esports on TV	533	3.2%	99
Watch Figure Skating on TV	884	5.3%	103
Watch Fishing on TV	527	3.1%	97
Watch Gymnastics on TV	891	5.3%	110
Watch High School Sports on TV	928	5.5%	121
Watch Horse Racing (at Track or OTB) on TV	409	2.4%	87
Watch International Soccer on TV	1,099	6.5%	113
Watch PGA Golf on TV	473	2.8%	96
Watch Marathon/Triathlon/Obstacle Race on TV	214	1.3%	101
Watch Men's Tennis on TV	1,157	6.9%	101
Watch MLB Playoffs/World Series Baseball on TV	3,010	17.9%	112
Watch MLB Regular Season Baseball on TV	3,484	20.8%	112
Watch MLS Soccer on TV	1,007	6.0%	123
Watch Motorcycle Racing on TV	271	1.6%	100
Watch NASCAR Auto Racing on TV	1,241	7.4%	95
Watch NBA Playoffs or Finals Basketball on TV	2,825	16.8%	117
Watch NBA Regular Season Basketball on TV	2,694	16.0%	116
Watch NCAA Tournament Basketball on TV	1,911	11.4%	110
Watch NFL Playoffs or Super Bowl Football on TV	6,232	37.1%	113
Watch NFL Sun/Mon/Thu Night Football Games on TV	6,168	36.7%	114
Watch NFL Weekend Football Games on TV	5,879	35.0%	116
Watch NHL Playoffs/Stanley Cup Ice Hockey on TV	1,353	8.1%	112
Watch NHL Regular Season Ice Hockey on TV	1,480	8.8%	114
Watch Oth Mixed Martial Arts (MMA) on TV	509	3.0%	106
Watch PGA Golf on TV	2,298	13.7%	109
Watch Pro Beach Volleyball on TV	360	2.1%	117
Watch Pro Bull Riding on TV	394	2.3%	93
Watch Rodeo on TV	239	1.4%	81
Watch Sports on TV	10,983	65.4%	106
Watch Summer Extreme Sports on TV	300	1.8%	102
Watch Summer Olympics on TV	2,040	12.2%	108
Watch Track & Field on TV	531	3.2%	98
Watch U.S. Men's Soccer National Team on TV	672	4.0%	112
Watch U.S. Women's Soccer National Team on TV	605	3.6%	106
Watch Ultimate Fighting Championship (UFC) on TV	739	4.4%	100
Watch Winter Extreme Sports on TV	340	2.0%	105
Watch Winter Olympics on TV	1,260	7.5%	98
Watch WNBA Basketball on TV	427	2.5%	94
Watch Women's Tennis on TV	1,075	6.4%	96
Watch World Cup Soccer on TV	917	5.5%	102
Watch Wrestling (WWE) on TV	541	3.2%	83
College Basketball Super Fan (10-10 on 10 Scale)	426	2.5%	91
College Football Super Fan (10-10 on 10 Scale)	986	5.9%	106
Golf Super Fan (10-10 on 10 Scale)	286	1.7%	107
High School Sports Super Fan (10-10 on 10 Scale)	317	1.9%	92
Intl Soccer Super Fan (10-10 on 10 Scale)	368	2.2%	96
MLB Super Fan (10-10 on 10 Scale)	719	4.3%	103
MLS Soccer Super Fan (10-10 on 10 Scale)	176	1.0%	89
NASCAR Super Fan (10-10 on 10 Scale)	214	1.3%	80
NBA Super Fan (10-10 on 10 Scale)	620	3.7%	95
NFL Super Fan (10-10 on 10 Scale)	1,701	10.1%	109
NHL Super Fan (10-10 on 10 Scale)	384	2.3%	103
Pro Wrestling Super Fan (10-10 on 10 Scale)	156	0.9%	78

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Member of AARP	2,727	16.2%	97
Member of Church Board	424	2.5%	95
Member of Fraternal Order	389	2.3%	94
Member of Religious Club	472	2.8%	102
Member of Union	889	5.3%	114
Member of Veterans Club	464	2.8%	109
Participate in Indoor Gardening or Plant Care	2,742	16.3%	101
Attended Adult Education Course/12 Mo	2,024	12.1%	109
Visited Aquarium/12 Mo	1,077	6.4%	115
Went to Art Gallery/12 Mo	1,267	7.5%	105
Attended Auto Show/12 Mo	860	5.1%	113
Did Baking/12 Mo	5,672	33.8%	107
Barbecued/12 Mo	5,800	34.6%	109
Went to Bar or Night Club/12 Mo	2,959	17.6%	109
Went to Beach/12 Mo	4,862	29.0%	104
Played Billiards or Pool/12 Mo	774	4.6%	107
Played Bingo/12 Mo	641	3.8%	109
Did Birdwatching/12 Mo	1,078	6.4%	88
Played Board Game/12 Mo	4,331	25.8%	114
Read Book/12 Mo	7,008	41.7%	106
Participated in Book Club/12 Mo	690	4.1%	103
Went on Overnight Camping Trip/12 Mo	2,524	15.0%	112
Played Cards/12 Mo	3,359	20.0%	110
Played Chess/12 Mo	703	4.2%	106
Played Computer Game Offline (w/Software)/12 Mo	1,486	8.9%	101
Played Computer Game Online/12 Mo	2,540	15.1%	98
Cooked for Fun/12 Mo	4,842	28.8%	104
Did Crossword Puzzle/12 Mo	2,043	12.2%	92
Danced or Went Dancing/12 Mo	1,038	6.2%	96
Attended Dance Performance/12 Mo	467	2.8%	107
Dined Out/12 Mo	9,551	56.9%	109
Flew a Drone/12 Mo	451	2.7%	107
Attended State or County Fair/12 Mo	1,228	7.3%	101
Participated in Fantasy Sports League/12 Mo	1,049	6.2%	133
Did Furniture Refinishing/12 Mo	876	5.2%	110
Gambled at Casino/12 Mo	1,907	11.4%	106
Gambled in Las Vegas/12 Mo	679	4.0%	126
Participated in Genealogy/12 Mo	931	5.5%	110
Attended Horse Races/12 Mo	290	1.7%	108
Participated in Karaoke/12 Mo	575	3.4%	106
Bought Lottery Ticket/12 Mo	5,338	31.8%	101
Played Lottery 6+ Times/30 Days	1,571	9.4%	95
Bought Daily Drawing Lottery Ticket/12 Mo	487	2.9%	92
Bought Instant Game Lottery Ticket/12 Mo	2,996	17.8%	97
Bought Mega Millions Lottery Ticket/12 Mo	2,873	17.1%	105
Bought Powerball Lottery Ticket/12 Mo	3,204	19.1%	109
Attended Movie/6 Mo	6,684	39.8%	108
Attended Movie 1+ Times Wk/90 Days	99	0.6%	71
Attended Movie 2-3 Times Month/90 Days	206	1.2%	98
Attended Movie 1 Time Month/90 Days	458	2.7%	104
Attended Movie < 1 Time Month/90 Days	5,097	30.4%	111
Saw Action Genre Movie at Theater/6 Mo	1,855	11.1%	107
Saw Adventure Genre Movie at Theater/6 Mo	1,886	11.2%	109

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Saw Animation Genre Movie at Theater/6 Mo	830	4.9%	101
Saw Biography Genre Movie at Theater/6 Mo	473	2.8%	115
Saw Comedy Genre Movie at Theater/6 Mo	1,715	10.2%	108
Saw Crime Genre Movie at Theater/6 Mo	964	5.7%	103
Saw Drama Genre Movie at Theater/6 Mo	1,517	9.0%	102
Saw Family Genre Movie at Theater/6 Mo	498	3.0%	101
Saw Fantasy Genre Movie at Theater/6 Mo	931	5.5%	112
Saw Horror Genre Movie at Theater/6 Mo	652	3.9%	106
Saw Romance Genre Movie at Theater/6 Mo	385	2.3%	103
Saw Science Fiction Genre Movie at Theater/6 Mo	847	5.0%	107
Saw Thriller Genre Movie at Theater/6 Mo	878	5.2%	105
Went to Museum/12 Mo	1,892	11.3%	107
Attended Classical Music/Opera Performance/12 Mo	442	2.6%	101
Attended Country Music Performance/12 Mo	655	3.9%	115
Attended Rock Music Performance/12 Mo	1,075	6.4%	109
Played Musical Instrument/12 Mo	1,498	8.9%	105
Did Painting/Drawing/Sculpting/12 Mo	1,709	10.2%	97
Did Photo Album or Scrapbooking/12 Mo	817	4.9%	109
Did Photography/12 Mo	2,016	12.0%	106
Did Sudoku Puzzle/12 Mo	1,685	10.0%	105
Participated in Tailgating/12 Mo	547	3.3%	123
Went to Live Theater/12 Mo	1,201	7.2%	105
Visited Theme Park/12 Mo	2,297	13.7%	118
Visited Theme Park 5+ Days/12 Mo	536	3.2%	127
Participated in Trivia Games/12 Mo	1,302	7.8%	101
Played (Console) Video or Electronic Game/12 Mo	2,338	13.9%	109
Played (Portable) Video or Electronic Game/12 Mo	1,183	7.0%	106
Visited Indoor Water Park/12 Mo	327	1.9%	113
Did Woodworking/12 Mo	1,027	6.1%	108
Went to Zoo/12 Mo	2,163	12.9%	122
Bought 1-2 DVDs/30 Days	457	2.7%	107
Bought 3+ DVDs/30 Days	323	1.9%	92
Rented 1 DVD (Movie or Other Video)/30 Days	389	2.3%	116
Rented 2 DVDs (Movie or Other Video)/30 Days	274	1.6%	102
Rented 3+ DVDs (Movie or Other Video)/30 Days	495	2.9%	107
Rented Action or Adventure Movie/30 Days	3,198	19.1%	114
Rented Classic Movie/30 Days	672	4.0%	92
Rented Comedy Movie/30 Days	2,393	14.3%	108
Rented Drama Movie/30 Days	1,921	11.4%	106
Rented Family or Children`s Movie/30 Days	1,068	6.4%	117
Rented Foreign Movie/30 Days	294	1.8%	89
Rented Horror Movie/30 Days	794	4.7%	98
Rented Musical Movie/30 Days	338	2.0%	94
Rented News or Documentary Movie/30 Days	620	3.7%	100
Rented Romance Movie/30 Days	715	4.3%	100
Rented Science Fiction Movie/30 Days	885	5.3%	98
Rented TV Show Movie/30 Days	1,069	6.4%	104
Rented Western Movie/30 Days	284	1.7%	91
Rented/Purchased DVD/Blu-Ray from Amazon/30 Days	2,243	13.4%	113
Rented/Purchased DVD/Blu-Ray from Netflix/30 Days	715	4.3%	107
Rented/Purchased DVD/Blu-Ray from Redbox/30 Days	1,246	7.4%	117

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought Children`s Toy or Game/12 Mo	6,901	41.1%	108
Spent \$1-49 on Toys or Games for Child/12 Mo	1,268	7.6%	106
Spent \$50-99 on Toys or Games for Child/12 Mo	552	3.3%	103
Spent \$100-199 on Toys or Games for Child/12 Mo	1,360	8.1%	105
Spent \$200-499 on Toys or Games for Child/12 Mo	2,075	12.4%	113
Spent \$500+ on Toys or Games for Child/12 Mo	1,121	6.7%	113
Bought Infant Toy/12 Mo	1,191	7.1%	99
Bought Pre-School Toy/12 Mo	1,261	7.5%	104
Bought Boy Action Figure for Child/12 Mo	1,246	7.4%	101
Bought Girl Action Figure for Child/12 Mo	516	3.1%	99
Bought Action Game for Child/12 Mo	473	2.8%	117
Bought Bicycle for Child/12 Mo	1,172	7.0%	122
Bought Board Game for Child/12 Mo	2,927	17.4%	117
Bought Builder Set for Child/12 Mo	1,097	6.5%	116
Bought Car for Child/12 Mo	1,309	7.8%	104
Bought Construction Toy for Child/12 Mo	1,201	7.2%	103
Bought Fashion Doll for Child/12 Mo	809	4.8%	106
Bought Large/Baby Doll for Child/12 Mo	1,180	7.0%	108
Bought Doll Accessories for Child/12 Mo	696	4.1%	107
Bought Doll Clothing for Child/12 Mo	670	4.0%	110
Bought Educational Toy for Child/12 Mo	2,615	15.6%	109
Bought Electronic Doll or Animal for Child/12 Mo	455	2.7%	106
Bought Electronic Game for Child/12 Mo	1,096	6.5%	116
Bought Mechanical Toy for Child/12 Mo	647	3.9%	99
Bought Model Kit or Set for Child/12 Mo	650	3.9%	105
Bought Plush Doll or Animal for Child/12 Mo	1,847	11.0%	109
Bought Sound Game for Child/12 Mo	189	1.1%	90
Bought Water Toy for Child/12 Mo	1,553	9.3%	113
Bought Word Game for Child/12 Mo	369	2.2%	97
Bought Digital Book/12 Mo	3,456	20.6%	109
Bought Hardcover Book/12 Mo	4,856	28.9%	107
Bought Paperback Book/12 Mo	6,054	36.1%	106
Bought 1-3 Books/12 Mo	3,846	22.9%	107
Bought 4-6 Books/12 Mo	2,011	12.0%	101
Bought 7+ Books/12 Mo	3,812	22.7%	108
Bought Fiction Book/12 Mo	5,652	33.7%	107
Bought Non-Fiction Book/12 Mo	5,423	32.3%	109
Bought Biography/12 Mo	1,715	10.2%	111
Bought Children`s Book/12 Mo	1,875	11.2%	107
Bought Cookbook/12 Mo	1,180	7.0%	100
Bought History Book/12 Mo	1,895	11.3%	109
Bought Mystery Book/12 Mo	2,088	12.4%	100
Bought Novel/12 Mo	2,811	16.7%	101
Bought Religious Book (Not Bible)/12 Mo	1,088	6.5%	105
Bought Romance Book/12 Mo	1,021	6.1%	101
Bought Science Fiction Book/12 Mo	1,139	6.8%	99
Bought Personal/Business Self-Help Book/12 Mo	1,688	10.1%	120
Bought Travel Book/12 Mo	274	1.6%	90
Purchased Greeting Card/6 Mo	9,646	57.5%	106
Bought Book from Barnes & Noble Store/12 Mo	1,971	11.7%	113
Bought Book from Oth Book Store/12 Mo	1,677	10.0%	104
Bought Book from Amazon Online/12 Mo	6,622	39.4%	111
Bought Book from Barnes & Noble Online/12 Mo	466	2.8%	108
Bought Book from iTunes/Apple Books/12 Mo	266	1.6%	97
Listened to Audiobook/6 Mo	1,575	9.4%	113

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