



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Demographic Summary		2017	2022
Population		199,816	201,439
Population 18+		156,032	158,280
Households		84,166	84,929
Median Household Income		\$55,187	\$58,126

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	13,139	8.4%	102
Participated in archery in last 12 months	4,804	3.1%	109
Participated in backpacking in last 12 months	4,847	3.1%	97
Participated in baseball in last 12 months	7,755	5.0%	109
Participated in basketball in last 12 months	13,008	8.3%	99
Participated in bicycling (mountain) in last 12 months	6,614	4.2%	103
Participated in bicycling (road) in last 12 months	16,283	10.4%	102
Participated in boating (power) in last 12 months	8,042	5.2%	102
Participated in bowling in last 12 months	15,317	9.8%	102
Participated in canoeing/kayaking in last 12 months	10,315	6.6%	114
Participated in fishing (fresh water) in last 12 months	20,460	13.1%	110
Participated in fishing (salt water) in last 12 months	6,264	4.0%	97
Participated in football in last 12 months	7,394	4.7%	93
Participated in Frisbee in last 12 months	6,678	4.3%	95
Participated in golf in last 12 months	15,108	9.7%	111
Participated in hiking in last 12 months	15,926	10.2%	98
Participated in horseback riding in last 12 months	3,366	2.2%	93
Participated in hunting with rifle in last 12 months	6,905	4.4%	100
Participated in hunting with shotgun in last 12 months	5,888	3.8%	103
Participated in ice skating in last 12 months	3,983	2.6%	93
Participated in jogging/running in last 12 months	19,587	12.6%	93
Participated in motorcycling in last 12 months	5,214	3.3%	110
Participated in Pilates in last 12 months	3,962	2.5%	95
Participated in ping pong in last 12 mos	6,454	4.1%	98
Participated in rock climbing in last 12 mos	2,931	1.9%	96
Participated in roller skating in last 12 mos	2,998	1.9%	100
Participated in skiing (downhill) in last 12 months	4,042	2.6%	96
Participated in soccer in last 12 months	5,858	3.8%	87
Participated in softball in last 12 months	5,673	3.6%	111
Participated in swimming in last 12 months	25,287	16.2%	104
Participated in target shooting in last 12 months	7,610	4.9%	106
Participated in tennis in last 12 months	5,422	3.5%	91
Participated in volleyball in last 12 months	5,124	3.3%	98
Participated in walking for exercise in last 12 months	43,739	28.0%	104
Participated in weight lifting in last 12 months	15,469	9.9%	98
Participated in yoga in last 12 months	11,375	7.3%	96
Participated in Zumba in last 12 mos	6,322	4.1%	95
Spent on sports/rec equip in last 12 months: \$1-99	9,474	6.1%	96
Spent on sports/rec equip in last 12 months: \$100-\$249	9,824	6.3%	100
Spent on sports/rec equip in last 12 months: \$250+	12,347	7.9%	102
Attend sports events	32,146	20.6%	103
Attend sports events: baseball game - MLB reg seas	12,141	7.8%	105
Attend sports events: basketball game (college)	3,523	2.3%	100
Attend sports events: basketball game-NBA reg seas	3,087	2.0%	95
Attend sports events: football game (college)	8,129	5.2%	117
Attend sports events: football game-NFL Mon/Thurs	2,908	1.9%	95
Attend sports events: football game - NFL weekend	5,598	3.6%	104
Attend sports events: high school sports	7,732	5.0%	112

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 2017 and 2022.



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	22,225	14.2%	106
Watch sports on TV	97,751	62.6%	104
Watch on TV: alpine skiing/ski jumping	9,499	6.1%	106
Watch on TV: auto racing (NASCAR)	20,922	13.4%	109
Watch on TV: auto racing (not NASCAR)	8,227	5.3%	105
Watch on TV: baseball (MLB regular season)	36,088	23.1%	107
Watch on TV: baseball (MLB playoffs/World Series)	32,428	20.8%	105
Watch on TV: basketball (college)	24,975	16.0%	111
Watch on TV: basketball (NCAA tournament)	24,996	16.0%	114
Watch on TV: basketball (NBA regular season)	24,301	15.6%	98
Watch on TV: basketball (NBA playoffs/finals)	27,642	17.7%	99
Watch on TV: basketball (WNBA)	6,020	3.9%	103
Watch on TV: bicycle racing	5,054	3.2%	106
Watch on TV: bowling	4,570	2.9%	110
Watch on TV: boxing	10,070	6.5%	89
Watch on TV: bull riding (pro)	6,028	3.9%	99
Watch on TV: Equestrian events	4,342	2.8%	99
Watch on TV: extreme sports (summer)	7,645	4.9%	98
Watch on TV: extreme sports (winter)	9,298	6.0%	103
Watch on TV: figure skating	15,150	9.7%	109
Watch on TV: fishing	9,097	5.8%	104
Watch on TV: football (college)	43,566	27.9%	111
Watch on TV: football (NFL Mon/Thurs night games)	54,476	34.9%	105
Watch on TV: football (NFL weekend games)	58,288	37.4%	106
Watch on TV: football (NFL playoffs/Super Bowl)	59,541	38.2%	105
Watch on TV: golf (PGA)	23,792	15.2%	116
Watch on TV: golf (LPGA)	7,083	4.5%	108
Watch on TV: gymnastics	9,759	6.3%	102
Watch on TV: high school sports	9,513	6.1%	115
Watch on TV: horse racing (at track or OTB)	5,633	3.6%	110
Watch on TV: ice hockey (NHL regular season)	15,005	9.6%	102
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	15,067	9.7%	102
Watch on TV: marathon/road running/triathlon	3,427	2.2%	102
Watch on TV: mixed martial arts (MMA)	7,296	4.7%	101
Watch on TV: motorcycle racing	5,198	3.3%	96
Watch on TV: Olympics (summer)	32,899	21.1%	107
Watch on TV: Olympics (winter)	36,029	23.1%	108
Watch on TV: rodeo	5,294	3.4%	96
Watch on TV: soccer (MLS)	7,236	4.6%	88
Watch on TV: soccer (World Cup)	15,217	9.8%	94
Watch on TV: tennis (men`s)	11,184	7.2%	98
Watch on TV: tennis (women`s)	11,157	7.2%	100
Watch on TV: track & field	8,211	5.3%	108
Watch on TV: volleyball (pro beach)	5,794	3.7%	108
Watch on TV: wrestling (WWE)	8,922	5.7%	102
Interest in sports: college basketball Super Fan	5,732	3.7%	99
Interest in sports: college football Super Fan	11,183	7.2%	103
Interest in sports: golf Super Fan	3,019	1.9%	105
Interest in sports: high school sports Super Fan	4,445	2.8%	83
Interest in sports: MLB Super Fan	7,930	5.1%	95
Interest in sports: NASCAR Super Fan	4,774	3.1%	94
Interest in sports: NBA Super Fan	7,349	4.7%	84
Interest in sports: NFL Super Fan	21,550	13.8%	98
Interest in sports: NHL Super Fan	4,656	3.0%	83
Interest in sports: soccer Super Fan	3,625	2.3%	73

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 2017 and 2022.



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	20,179	12.9%	108
Member of charitable organization	7,350	4.7%	110
Member of church board	5,520	3.5%	112
Member of fraternal order	4,154	2.7%	105
Member of religious club	6,500	4.2%	108
Member of union	6,380	4.1%	114
Member of veterans club	3,893	2.5%	106
Attended adult education course in last 12 months	11,456	7.3%	99
Went to art gallery in last 12 months	11,448	7.3%	99
Attended auto show in last 12 months	10,477	6.7%	104
Did baking in last 12 months	39,757	25.5%	108
Went to bar/night club in last 12 months	28,297	18.1%	108
Went to beach in last 12 months	37,171	23.8%	93
Played billiards/pool in last 12 months	12,225	7.8%	101
Played bingo in last 12 months	6,776	4.3%	108
Did birdwatching in last 12 months	8,206	5.3%	116
Played board game in last 12 months	22,478	14.4%	107
Read book in last 12 months	55,402	35.5%	105
Participated in book club in last 12 months	4,635	3.0%	104
Went on overnight camping trip in last 12 months	20,306	13.0%	107
Played cards in last 12 months	25,901	16.6%	110
Played chess in last 12 months	4,812	3.1%	97
Played computer game (offline w/software)/12 months	10,489	6.7%	104
Played computer game (online w/software)/12 months	12,170	7.8%	108
Played computer game (online w/o software)/12 months	15,242	9.8%	107
Cooked for fun in last 12 months	37,880	24.3%	103
Did crossword puzzle in last 12 months	18,008	11.5%	116
Danced/went dancing in last 12 months	11,007	7.1%	92
Attended dance performance in last 12 months	6,238	4.0%	90
Dined out in last 12 months	71,775	46.0%	102
Participated in fantasy sports league last 12 months	7,372	4.7%	104
Did furniture refinishing in last 12 months	6,029	3.9%	108
Gambled at casino in last 12 months	21,330	13.7%	99
Gambled in Atlantic City in last 12 months	2,926	1.9%	81
Gambled in Las Vegas in last 12 months	5,037	3.2%	81
Participate in indoor gardening/plant care	15,968	10.2%	111
Attended horse races in last 12 months	4,292	2.8%	103
Participated in karaoke in last 12 months	5,301	3.4%	97
Bought lottery ticket in last 12 months	56,494	36.2%	101
Played lottery 6+ times in last 30 days	18,684	12.0%	104
Bought lottery ticket in last 12 months: Daily Drawing	5,557	3.6%	99
Bought lottery ticket in last 12 months: Instant Game	29,315	18.8%	102
Bought lottery ticket in last 12 months: Mega Millions	24,681	15.8%	92
Bought lottery ticket in last 12 months: Powerball	32,439	20.8%	102
Attended a movie in last 6 months	91,334	58.5%	99
Attended movie in last 90 days: once/week or more	3,312	2.1%	88
Attended movie in last 90 days: 2-3 times a month	7,895	5.1%	89
Attended movie in last 90 days: once a month	15,054	9.6%	98
Attended movie in last 90 days: < once a month	56,129	36.0%	103
Movie genre seen at theater/6 months: action	36,537	23.4%	93

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 2017 and 2022.

December 05, 2017



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	44,778	28.7%	97
Movie genre seen at theater/6 months: comedy	40,614	26.0%	97
Movie genre seen at theater/6 months: crime	22,742	14.6%	97
Movie genre seen at theater/6 months: drama	36,460	23.4%	97
Movie genre seen at theater/6 months: family	13,588	8.7%	94
Movie genre seen at theater/6 months: fantasy	24,514	15.7%	96
Movie genre seen at theater/6 months: horror	12,137	7.8%	95
Movie genre seen at theater/6 months: romance	14,075	9.0%	95
Movie genre seen at theater/6 months: science fiction	25,951	16.6%	92
Movie genre seen at theater/6 months: thriller	24,746	15.9%	93
Went to museum in last 12 months	18,348	11.8%	95
Attended classical music/opera performance/12 months	6,157	3.9%	99
Attended country music performance in last 12 months	10,168	6.5%	111
Attended rock music performance in last 12 months	15,670	10.0%	107
Played musical instrument in last 12 months	10,650	6.8%	106
Did painting/drawing in last 12 months	9,957	6.4%	102
Did photo album/scrapbooking in last 12 months	8,650	5.5%	102
Did photography in last 12 months	16,461	10.5%	102
Did Sudoku puzzle in last 12 months	16,445	10.5%	115
Went to live theater in last 12 months	20,652	13.2%	102
Visited a theme park in last 12 months	25,929	16.6%	93
Visited a theme park 5+ times in last 12 months	5,426	3.5%	85
Participated in trivia games in last 12 months	8,606	5.5%	105
Played video/electronic game (console) last 12 months	15,648	10.0%	101
Played video/electronic game (portable) last 12 months	6,982	4.5%	99
Visited an indoor water park in last 12 months	4,639	3.0%	103
Did woodworking in last 12 months	7,514	4.8%	108
Participated in word games in last 12 months	17,705	11.3%	114
Went to zoo in last 12 months	19,402	12.4%	109
Purchased DVDs in last 30 days: 1	4,734	3.0%	100
Purchased DVDs in last 30 days: 2	3,701	2.4%	100
Purchased DVDs in last 30 days: 3+	8,585	5.5%	108
Purchased DVD/Blu-ray disc online in last 12 months	9,763	6.3%	99
Rented DVDs in last 30 days: 1	5,597	3.6%	102
Rented DVDs in last 30 days: 2	6,961	4.5%	97
Rented DVDs in last 30 days: 3+	20,632	13.2%	107
Rented movie/oth video/30 days: action/adventure	37,666	24.1%	103
Rented movie/oth video/30 days: classics	9,600	6.2%	96
Rented movie/oth video/30 days: comedy	37,100	23.8%	102
Rented movie/oth video/30 days: drama	26,334	16.9%	106
Rented movie/oth video/30 days: family/children	16,308	10.5%	99
Rented movie/oth video/30 days: foreign	3,456	2.2%	94
Rented movie/oth video/30 days: horror	13,473	8.6%	105
Rented movie/oth video/30 days: musical	4,320	2.8%	95
Rented movie/oth video/30 days: news/documentary	5,734	3.7%	102
Rented movie/oth video/30 days: romance	13,638	8.7%	103
Rented movie/oth video/30 days: science fiction	12,043	7.7%	98
Rented movie/oth video/30 days: TV show	13,008	8.3%	102
Rented movie/oth video/30 days: western	3,913	2.5%	99

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 2017 and 2022.



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	7,799	5.0%	98
Rented DVD/Blu-ray/30 days: from netflix.com	19,259	12.3%	99
Rented/purch DVD/Blu-ray/30 days: from Redbox	30,281	19.4%	103
HH owns ATV/UTV	3,952	4.7%	98
Bought any children`s toy/game in last 12 months	51,929	33.3%	102
Spent on toys/games for child last 12 months: <\$50	9,260	5.9%	101
Spent on toys/games for child last 12 months: \$50-99	4,364	2.8%	106
Spent on toys/games for child last 12 months: \$100-199	10,297	6.6%	101
Spent on toys/games for child last 12 months: \$200-499	13,849	8.9%	100
Spent on toys/games for child last 12 months: \$500+	7,755	5.0%	104
Bought any toys/games online in last 12 months	12,553	8.0%	106
Bought infant toy in last 12 months	10,932	7.0%	102
Bought pre-school toy in last 12 months	11,367	7.3%	109
Bought for child last 12 months: boy action figure	12,337	7.9%	100
Bought for child last 12 months: girl action figure	5,199	3.3%	97
Bought for child last 12 months: action game	3,893	2.5%	95
Bought for child last 12 months: bicycle	10,146	6.5%	99
Bought for child last 12 months: board game	16,527	10.6%	103
Bought for child last 12 months: builder set	7,585	4.9%	97
Bought for child last 12 months: car	14,550	9.3%	105
Bought for child last 12 months: construction toy	8,729	5.6%	102
Bought for child last 12 months: fashion doll	7,698	4.9%	109
Bought for child last 12 months: large/baby doll	10,590	6.8%	104
Bought for child last 12 months: doll accessories	6,684	4.3%	109
Bought for child last 12 months: doll clothing	6,715	4.3%	107
Bought for child last 12 months: educational toy	18,660	12.0%	105
Bought for child last 12 months: electronic doll/animal	3,851	2.5%	97
Bought for child last 12 months: electronic game	11,406	7.3%	100
Bought for child last 12 months: mechanical toy	5,088	3.3%	94
Bought for child last 12 months: model kit/set	4,213	2.7%	100
Bought for child last 12 months: plush doll/animal	12,442	8.0%	103
Bought for child last 12 months: sound game	3,258	2.1%	111
Bought for child last 12 months: water toy	14,275	9.1%	100
Bought for child last 12 months: word game	5,169	3.3%	109

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 2017 and 2022.



Sports and Leisure Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	22,586	14.5%	102
Bought hardcover book in last 12 months	32,817	21.0%	103
Bought paperback book in last 12 months	48,048	30.8%	103
Bought 1-3 books in last 12 months	28,910	18.5%	97
Bought 4-6 books in last 12 months	16,397	10.5%	102
Bought 7+ books in last 12 months	28,252	18.1%	106
Bought book (fiction) in last 12 months	44,406	28.5%	105
Bought book (non-fiction) in last 12 months	35,984	23.1%	100
Bought biography in last 12 months	10,693	6.9%	95
Bought children`s book in last 12 months	14,708	9.4%	103
Bought cookbook in last 12 months	11,944	7.7%	103
Bought history book in last 12 months	12,117	7.8%	99
Bought mystery book in last 12 months	18,523	11.9%	105
Bought novel in last 12 months	24,424	15.7%	102
Bought religious book (not bible) in last 12 mo	10,622	6.8%	107
Bought romance book in last 12 months	11,688	7.5%	111
Bought science fiction book in last 12 months	9,592	6.1%	107
Bought personal/business self-help book last 12 months	9,093	5.8%	99
Bought travel book in last 12 months	3,142	2.0%	99
Bought book online in last 12 months	30,486	19.5%	101
Bought book last 12 months: amazon.com	28,981	18.6%	102
Bought book last 12 months: barnes&noble.com	4,420	2.8%	106
Bought book last 12 months: Barnes & Noble book store	21,327	13.7%	100
Bought book last 12 months: other book store (not B&N)	18,033	11.6%	103
Bought book last 12 months: mail order	3,449	2.2%	100
Listened to/purchased audiobook in last 6 months	7,133	4.6%	100

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 2017 and 2022.