



# Sports and Leisure Market Potential

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

Demographic Summary		2013	2018	
Population		199,077	202,652	
Population 18+		153,668	157,366	
Households		83,972	85,660	
Median Household Income		\$50,987	\$58,130	
Product/Consumer Behavior		Expected Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months		14,389	9.4%	102
Participated in backpacking in last 12 months		4,430	2.9%	101
Participated in baseball in last 12 months		7,814	5.1%	106
Participated in basketball in last 12 months		13,355	8.7%	104
Participated in bicycling (mountain) in last 12 mo		6,116	4.0%	109
Participated in bicycling (road) in last 12 months		15,516	10.1%	101
Participated in boating (power) in last 12 months		9,370	6.1%	114
Participated in bowling in last 12 months		16,780	10.9%	106
Participated in canoeing/kayaking in last 12 mo		8,028	5.2%	106
Participated in fishing(fresh water) in last 12 mo		21,636	14.1%	111
Participated in fishing (salt water) in last 12 mo		6,513	4.2%	105
Participated in football in last 12 months		8,243	5.4%	103
Participated in Frisbee in last 12 months		7,172	4.7%	99
Participated in golf in last 12 months		16,888	11.0%	111
Participated in hiking in last 12 months		14,748	9.6%	99
Participated in horseback riding in last 12 months		3,713	2.4%	104
Participated in hunting with rifle in last 12 mo		7,457	4.9%	106
Participated in hunting with shotgun in last 12 mo		6,347	4.1%	108
Participated in ice skating in last 12 months		4,049	2.6%	98
Participated in jogging/running in last 12 months		18,709	12.2%	97
Participated in motorcycling in last 12 months		5,393	3.5%	114
Participated in Pilates in last 12 months		4,372	2.8%	94
Participated in skiing(downhill) in last 12 months		4,443	2.9%	95
Participated in soccer in last 12 months		5,449	3.5%	94
Participated in softball in last 12 months		6,042	3.9%	108
Participated in swimming in last 12 months		26,072	17.0%	106
Participated in target shooting in last 12 months		6,189	4.0%	108
Participated in tennis in last 12 months		6,396	4.2%	97
Participated in volleyball in last 12 months		5,917	3.9%	103
Participated in walking for exercise in last 12 mo		44,825	29.2%	101
Participated in weight lifting in last 12 months		16,932	11.0%	102
Participated in yoga in last 12 months		9,463	6.2%	90
Spent on sports/rec equip in last 12 mo: \$1-99		9,962	6.5%	102
Spent on sports/rec equip in last 12 mo: \$100-\$249		10,603	6.9%	107
Spent on sports/rec equip in last 12 mo: \$250+		10,876	7.1%	105
Attend sports events		39,562	25.7%	107
Attend sports events: auto racing (NASCAR)		4,581	3.0%	113
Attend sports events: baseball game - MLB reg seas		15,807	10.3%	101
Attend sports events: basketball game (college)		5,323	3.5%	108
Attend sports events: basketball game-NBA reg seas		4,588	3.0%	93
Attend sports events: football game (college)		10,409	6.8%	109
Attend sports events: football game-NFL Mon/Thurs		4,498	2.9%	102
Attend sports events: football game - NFL weekend		8,278	5.4%	109
Attend sports events: high school sports		9,210	6.0%	109
Attend sports events: ice hockey game-NHL reg seas		5,418	3.5%	104

**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.

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Listen to sports on radio	27,440	17.9%	108
Listen to baseball (MLB reg season) on radio often	4,387	2.9%	106
Listen to football (NFL wknd games) on radio often	3,978	2.6%	112
Watch sports on TV	103,833	67.6%	104
Watch on TV: alpine skiing/ski jumping	11,688	7.6%	106
Watch on TV: auto racing (NASCAR)	27,506	17.9%	113
Watch on TV: auto racing (not NASCAR)	11,725	7.6%	110
Watch on TV: baseball (MLB regular season)	40,074	26.1%	103
Watch on TV: baseball (MLB playoffs/World Series)	39,010	25.4%	102
Watch on TV: basketball (college)	27,730	18.0%	108
Watch on TV: basketball (NCAA tournament)	28,845	18.8%	109
Watch on TV: basketball (NBA regular season)	30,859	20.1%	102
Watch on TV: basketball (NBA playoffs/finals)	33,357	21.7%	102
Watch on TV: basketball (WNBA)	8,256	5.4%	103
Watch on TV: bicycle racing	6,369	4.1%	106
Watch on TV: bowling	8,137	5.3%	110
Watch on TV: boxing	15,300	10.0%	96
Watch on TV: bull riding (pro)	10,876	7.1%	105
Watch on TV: Equestrian events	6,506	4.2%	107
Watch on TV: extreme sports (summer)	12,038	7.8%	106
Watch on TV: extreme sports (winter)	13,481	8.8%	106
Watch on TV: figure skating	20,565	13.4%	106
Watch on TV: fishing	13,601	8.9%	111
Watch on TV: football (college)	48,776	31.7%	112
Watch on TV: football (NFL Mon/Thurs night games)	59,443	38.7%	109
Watch on TV: football (NFL weekend games)	63,040	41.0%	108
Watch on TV: football (NFL playoffs/Super Bowl)	64,976	42.3%	108
Watch on TV: golf (PGA)	27,593	18.0%	109
Watch on TV: golf (LPGA)	10,382	6.8%	105
Watch on TV: gymnastics	14,635	9.5%	106
Watch on TV: horse racing	10,635	6.9%	108
Watch on TV: ice hockey (NHL regular season)	17,334	11.3%	108
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	17,555	11.4%	107
Watch on TV: lacrosse (MLL)	3,107	2.0%	103
Watch on TV: marathon/road running/triathlon	4,679	3.0%	99
Watch on TV: mixed martial arts (MMA)	8,974	5.8%	101
Watch on TV: motorcycle racing	8,955	5.8%	110
Watch on TV: Olympics (summer)	44,303	28.8%	107
Watch on TV: Olympics (winter)	44,728	29.1%	108
Watch on TV: poker	14,942	9.7%	108
Watch on TV: rodeo	10,062	6.5%	105
Watch on TV: soccer (MLS)	9,395	6.1%	97
Watch on TV: soccer (World Cup)	16,425	10.7%	93
Watch on TV: tennis (men`s)	16,107	10.5%	102
Watch on TV: tennis (women`s)	15,637	10.2%	101
Watch on TV: track & field	11,062	7.2%	109
Watch on TV: truck and tractor pull/mud racing	6,383	4.2%	108
Watch on TV: volleyball (pro beach)	8,970	5.8%	110
Watch on TV: weightlifting	4,823	3.1%	106
Watch on TV: wrestling (pro)	12,531	8.2%	103

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	19,419	12.6%	102
Member of charitable organization	7,596	4.9%	107
Member of church board	5,571	3.6%	107
Member of fraternal order	4,557	3.0%	105
Member of religious club	6,898	4.5%	106
Member of union	6,693	4.4%	105
Member of veterans club	4,539	3.0%	111
Attended adult education course in last 12 months	10,975	7.1%	101
Went to art gallery in last 12 months	11,644	7.6%	94
Attended auto show in last 12 months	13,217	8.6%	108
Did baking in last 12 months	39,227	25.5%	104
Went to bar/night club in last 12 months	29,204	19.0%	106
Went to beach in last 12 months	35,388	23.0%	97
Played billiards/pool in last 12 months	12,515	8.1%	104
Played bingo in last 12 months	6,641	4.3%	103
Did birdwatching in last 12 months	9,373	6.1%	109
Played board game in last 12 months	24,802	16.1%	108
Read book in last 12 months	57,375	37.3%	104
Participated in book club in last 12 months	3,762	2.4%	94
Went on overnight camping trip in last 12 months	21,061	13.7%	103
Played cards in last 12 months	29,686	19.3%	108
Played chess in last 12 months	4,814	3.1%	102
Played computer game (offline w/software)/12 mo	12,563	8.2%	107
Played computer game (online w/software)/12 mo	11,133	7.2%	103
Played computer game (online w/o software)/12 mo	16,885	11.0%	111
Cooked for fun in last 12 months	33,488	21.8%	102
Did crossword puzzle in last 12 months	18,594	12.1%	105
Danced/went dancing in last 12 months	13,450	8.8%	97
Attended dance performance in last 12 months	6,178	4.0%	96
Dined out in last 12 months	73,637	47.9%	104
Participated in fantasy sports league last 12 mo	7,008	4.6%	107
Did furniture refinishing in last 12 months	4,399	2.9%	102
Gambled at casino in last 12 months	24,545	16.0%	102
Gambled in Atlantic City in last 12 months	2,813	1.8%	76
Gambled in Las Vegas in last 12 months	5,915	3.8%	84
Participate in indoor gardening/plant care	15,970	10.4%	103
Attended horse races in last 12 months	4,546	3.0%	100
Participated in karaoke in last 12 months	5,412	3.5%	95
Bought lottery ticket in last 12 months	53,540	34.8%	104
Played lottery 6+ times in last 30 days	17,223	11.2%	104
Bought lottery ticket in last 12 mo: Daily Drawing	6,665	4.3%	100
Bought lottery ticket in last 12 mo: Instant Game	24,332	15.8%	108
Bought lottery ticket in last 12 mo: Lotto Drawing	37,083	24.1%	103
Attended a movie in last 6 months	93,726	61.0%	100
Attended movie in last 90 days: once/week or more	3,455	2.2%	96
Attended movie in last 90 days: 2-3 times a month	8,966	5.8%	96
Attended movie in last 90 days: once a month	15,125	9.8%	97
Attended movie in last 90 days: < once a month	55,457	36.1%	102
Movie genre seen at theater/6 mo: action	45,323	29.5%	99

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 mo: adventure	48,006	31.2%	98
Movie genre seen at theater/6 mo: comedy	47,071	30.6%	99
Movie genre seen at theater/6 mo: crime	20,627	13.4%	97
Movie genre seen at theater/6 mo: drama	48,633	31.6%	99
Movie genre seen at theater/6 mo: family	29,441	19.2%	100
Movie genre seen at theater/6 mo: fantasy	37,252	24.2%	98
Movie genre seen at theater/6 mo: horror	13,552	8.8%	98
Movie genre seen at theater/6 mo: romance	31,325	20.4%	97
Movie genre seen at theater/6 mo: science fiction	31,250	20.3%	99
Movie genre seen at theater/6 mo: thriller	33,476	21.8%	97
Went to museum in last 12 months	20,421	13.3%	96
Attended classical music/opera performance/12 mo	5,581	3.6%	90
Attended country music performance in last 12 mo	8,634	5.6%	111
Attended rock music performance in last 12 months	16,200	10.5%	105
Played musical instrument in last 12 months	10,566	6.9%	100
Did painting/drawing in last 12 months	9,177	6.0%	98
Did photo album/scrapbooking in last 12 months	9,474	6.2%	104
Did photography in last 12 months	16,629	10.8%	102
Did Sudoku puzzle in last 12 months	17,572	11.4%	104
Went to live theater in last 12 months	18,481	12.0%	99
Visited a theme park in last 12 months	27,013	17.6%	97
Visited a theme park 5+ times in last 12 months	5,799	3.8%	97
Participated in trivia games in last 12 months	8,048	5.2%	104
Played video/electronic game (console) last 12 mo	19,259	12.5%	106
Played video/electronic game (portable) last 12 mo	7,227	4.7%	102
Visited an indoor water park in last 12 months	5,140	3.3%	103
Did woodworking in last 12 months	7,062	4.6%	104
Participated in word games in last 12 months	15,626	10.2%	102
Went to zoo in last 12 months	20,623	13.4%	109
Purchased DVDs/Blu-ray discs in last 30 days: 1	6,349	4.1%	108
Purchased DVDs/Blu-ray discs in last 30 days: 2	5,490	3.6%	110
Purchased DVDs/Blu-ray discs in last 30 days: 3+	11,202	7.3%	110
Purchased DVD/Blu-ray disc online in last 12 mo	10,039	6.5%	106
Rented DVDs/Blu-ray discs in last 30 days: 1	4,285	2.8%	100
Rented DVDs/Blu-ray discs in last 30 days: 2	6,942	4.5%	102
Rented DVDs/Blu-ray discs in last 30 days: 3+	31,083	20.2%	109
Rented movie/oth video/30 days: action/adventure	38,265	24.9%	104
Rented movie/oth video/30 days: classics	10,913	7.1%	97
Rented movie/oth video/30 days: comedy	40,460	26.3%	107
Rented movie/oth video/30 days: drama	26,443	17.2%	104
Rented movie/oth video/30 days: family/children	17,381	11.3%	106
Rented movie/oth video/30 days: foreign	4,034	2.6%	84
Rented movie/oth video/30 days: horror	14,959	9.7%	110
Rented movie/oth video/30 days: musical	3,965	2.6%	93
Rented movie/oth video/30 days: news/documentary	5,124	3.3%	93
Rented movie/oth video/30 days: romance	17,160	11.2%	106
Rented movie/oth video/30 days: science fiction	12,096	7.9%	102
Rented movie/oth video/30 days: TV show	11,118	7.2%	100
Rented movie/oth video/30 days: western	4,604	3.0%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,382	2.2%	100
Rented/purch DVD/Blu-ray/30 days: from netflix.com	18,446	12.0%	98
Rented/purch DVD/Blu-ray/30 days: from Redbox	24,504	15.9%	109
HH owns ATV/UTV	4,744	5.6%	101
Bought any children`s toy/game in last 12 months	54,526	35.5%	104
Spent on toys/games for child last 12 mo: <\$50	9,922	6.5%	103
Spent on toys/games for child last 12 mo: \$50-99	4,300	2.8%	104
Spent on toys/games for child last 12 mo: \$100-199	10,947	7.1%	105
Spent on toys/games for child last 12 mo: \$200-499	15,517	10.1%	103
Spent on toys/games for child last 12 mo: \$500+	5,761	3.7%	108
Bought any toys/games online in last 12 months	9,384	6.1%	100
Bought infant toy in last 12 months	10,914	7.1%	102
Bought pre-school toy in last 12 months	12,007	7.8%	104
Bought for child last 12 mo: boy action figure	11,855	7.7%	105
Bought for child last 12 mo: girl action figure	4,299	2.8%	104
Bought for child last 12 mo: action game	4,468	2.9%	106
Bought for child last 12 mo: bicycle	10,771	7.0%	108
Bought for child last 12 mo: board game	18,510	12.0%	110
Bought for child last 12 mo: builder set	6,783	4.4%	106
Bought for child last 12 mo: car	15,170	9.9%	104
Bought for child last 12 mo: construction toy	8,757	5.7%	108
Bought for child last 12 mo: fashion doll	7,708	5.0%	105
Bought for child last 12 mo: large/baby doll	10,956	7.1%	106
Bought for child last 12 mo: doll accessories	6,531	4.3%	110
Bought for child last 12 mo: doll clothing	6,579	4.3%	103
Bought for child last 12 mo: educational toy	20,185	13.1%	107
Bought for child last 12 mo: electronic doll/animal	4,161	2.7%	109
Bought for child last 12 mo: electronic game	13,628	8.9%	105
Bought for child last 12 mo: mechanical toy	6,042	3.9%	106
Bought for child last 12 mo: model kit/set	3,542	2.3%	99
Bought for child last 12 mo: plush doll/animal	12,041	7.8%	105
Bought for child last 12 mo: sound game	3,248	2.1%	93
Bought for child last 12 mo: water toy	16,288	10.6%	108
Bought for child last 12 mo: word game	5,602	3.6%	103

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	10,261	6.7%	96
Bought hardcover book in last 12 months	39,200	25.5%	101
Bought paperback book in last 12 months	56,245	36.6%	101
Bought 1-3 books in last 12 months	30,540	19.9%	100
Bought 4-6 books in last 12 months	16,813	10.9%	102
Bought 7+ books in last 12 months	28,611	18.6%	100
Bought book (fiction) in last 12 months	44,328	28.8%	102
Bought book (non-fiction) in last 12 months	37,303	24.3%	99
Bought biography in last 12 months	11,000	7.2%	97
Bought children`s book in last 12 months	16,297	10.6%	100
Bought cookbook in last 12 months	14,589	9.5%	100
Bought history book in last 12 months	11,247	7.3%	94
Bought mystery book in last 12 months	19,191	12.5%	104
Bought religious book (not bible) in last 12 mo	11,459	7.5%	109
Bought romance book in last 12 months	10,955	7.1%	106
Bought science fiction book in last 12 months	8,449	5.5%	102
Bought personal/business self-help book last 12 mo	9,487	6.2%	97
Bought travel book in last 12 months	3,834	2.5%	94
Bought book online in last 12 months	27,132	17.7%	98
Bought book last 12 mo: amazon.com	20,602	13.4%	96
Bought book last 12 mo: barnes&noble.com	4,367	2.8%	92
Bought book last 12 mo: Barnes & Noble book store	26,220	17.1%	98
Bought book last 12 mo: other book store (not B&N)	18,556	12.1%	101
Bought book last 12 mo: through book club	3,107	2.0%	103
Bought book last 12 mo: mail order	3,742	2.4%	98
Read book using e-reader/tablet in last 6 months	10,195	6.6%	94
Listened to/purchased audiobook in last 6 months	7,024	4.6%	101

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