

Demographic Summary		2016	2021
Population		39,535	39,518
Population 18+		31,175	31,100
Households		16,135	16,166
Median Household Income		\$46,447	\$44,684
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in aerobics in last 12 months	2,176	7.0%	82
Participated in archery in last 12 months	1,167	3.7%	138
Participated in backpacking in last 12 months	763	2.4%	80
Participated in baseball in last 12 months	1,437	4.6%	100
Participated in basketball in last 12 months	2,484	8.0%	96
Participated in bicycling (mountain) in last 12 months	898	2.9%	74
Participated in bicycling (road) in last 12 months	2,915	9.4%	94
Participated in boating (power) in last 12 months	1,823	5.8%	110
Participated in bowling in last 12 months	3,671	11.8%	125
Participated in canoeing/kayaking in last 12 months	1,781	5.7%	102
Participated in fishing (fresh water) in last 12 months	4,939	15.8%	128
Participated in fishing (salt water) in last 12 months	1,067	3.4%	86
Participated in football in last 12 months	1,445	4.6%	99
Participated in Frisbee in last 12 months	1,194	3.8%	89
Participated in golf in last 12 months	2,602	8.3%	91
Participated in hiking in last 12 months	2,575	8.3%	83
Participated in horseback riding in last 12 months	621	2.0%	81
Participated in hunting with rifle in last 12 months	1,695	5.4%	120
Participated in hunting with shotgun in last 12 months	1,427	4.6%	117
Participated in ice skating in last 12 months	625	2.0%	82
Participated in jogging/running in last 12 months	3,349	10.7%	81
Participated in motorcycling in last 12 months	1,122	3.6%	123
Participated in Pilates in last 12 months	659	2.1%	77
Participated in skiing (downhill) in last 12 months	523	1.7%	62
Participated in soccer in last 12 months	786	2.5%	66
Participated in softball in last 12 months	1,165	3.7%	109
Participated in swimming in last 12 months	4,694	15.1%	97
Participated in target shooting in last 12 months	1,384	4.4%	94
Participated in tennis in last 12 months	910	2.9%	74
Participated in volleyball in last 12 months	910	2.9%	90
Participated in walking for exercise in last 12 months	8,682	27.8%	104
Participated in weight lifting in last 12 months	2,833	9.1%	92
Participated in yoga in last 12 months	1,737	5.6%	79
Spent on sports/rec equip in last 12 months: \$1-99	1,759	5.6%	98
Spent on sports/rec equip in last 12 months: \$100-\$249	1,953	6.3%	102
Spent on sports/rec equip in last 12 months: \$250+	2,227	7.1%	98
Attend sports events	6,859	22.0%	96
Attend sports events: baseball game - MLB reg seas	2,480	8.0%	87
Attend sports events: basketball game (college)	818	2.6%	91
Attend sports events: basketball game-NBA reg seas	653	2.1%	71
Attend sports events: football game (college)	1,725	5.5%	97
Attend sports events: football game-NFL Mon/Thurs	687	2.2%	81
Attend sports events: football game - NFL weekend	1,183	3.8%	82
Attend sports events: high school sports	1,885	6.0%	127

**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 2016 and 2021.



# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	5,166	16.6%	111
Listen to baseball (MLB reg season) on radio often	766	2.5%	111
Listen to football (NFL wknd games) on radio often	637	2.0%	103
Watch sports on TV	19,967	64.0%	104
Watch on TV: alpine skiing/ski jumping	1,570	5.0%	87
Watch on TV: auto racing (NASCAR)	5,688	18.2%	132
Watch on TV: auto racing (not NASCAR)	2,070	6.6%	112
Watch on TV: baseball (MLB regular season)	7,354	23.6%	105
Watch on TV: baseball (MLB playoffs/World Series)	7,086	22.7%	103
Watch on TV: basketball (college)	5,370	17.2%	115
Watch on TV: basketball (NCAA tournament)	5,271	16.9%	113
Watch on TV: basketball (NBA regular season)	4,895	15.7%	89
Watch on TV: basketball (NBA playoffs/finals)	5,532	17.7%	92
Watch on TV: basketball (WNBA)	1,269	4.1%	91
Watch on TV: bicycle racing	790	2.5%	81
Watch on TV: bowling	1,266	4.1%	127
Watch on TV: boxing	2,203	7.1%	88
Watch on TV: bull riding (pro)	1,874	6.0%	117
Watch on TV: Equestrian events	1,015	3.3%	97
Watch on TV: extreme sports (summer)	1,757	5.6%	94
Watch on TV: extreme sports (winter)	2,023	6.5%	100
Watch on TV: figure skating	3,475	11.1%	111
Watch on TV: fishing	2,163	6.9%	105
Watch on TV: football (college)	9,444	30.3%	118
Watch on TV: football (NFL Mon/Thurs night games)	11,144	35.7%	106
Watch on TV: football (NFL weekend games)	12,339	39.6%	110
Watch on TV: football (NFL playoffs/Super Bowl)	12,670	40.6%	110
Watch on TV: golf (PGA)	4,858	15.6%	109
Watch on TV: golf (LPGA)	1,598	5.1%	108
Watch on TV: gymnastics	2,789	8.9%	108
Watch on TV: horse racing (at track or OTB)	816	2.6%	93
Watch on TV: ice hockey (NHL regular season)	2,673	8.6%	92
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	2,709	8.7%	92
Watch on TV: marathon/road running/triathlon	705	2.3%	89
Watch on TV: mixed martial arts (MMA)	1,664	5.3%	105
Watch on TV: motorcycle racing	1,514	4.9%	109
Watch on TV: Olympics (summer)	8,768	28.1%	104
Watch on TV: Olympics (winter)	8,714	28.0%	107
Watch on TV: poker	1,973	6.3%	113
Watch on TV: rodeo	1,653	5.3%	113
Watch on TV: soccer (MLS)	1,265	4.1%	76
Watch on TV: soccer (World Cup)	2,016	6.5%	73
Watch on TV: tennis (men `s)	2,096	6.7%	80
Watch on TV: tennis (women `s)	2,085	6.7%	81
Watch on TV: track & field	1,782	5.7%	101
Watch on TV: truck and tractor pull/mud racing	1,154	3.7%	125
Watch on TV: volleyball (pro beach)	1,453	4.7%	104
Watch on TV: wrestling (WWE)	1,301	4.2%	131
Interest in sports: college basketball Super Fan	984	3.2%	84
Interest in sports: college football Super Fan	2,063	6.6%	100
Interest in sports: golf Super Fan	653	2.1%	102
Interest in sports: high school sports Super Fan	748	2.4%	77
Interest in sports: MLB Super Fan	1,571	5.0%	91
Interest in sports: NASCAR Super Fan	1,163	3.7%	110
Interest in sports: NBA Super Fan	1,265	4.1%	68
Interest in sports: NFL Super Fan	4,354	14.0%	102
Interest in sports: NHL Super Fan	744	2.4%	68

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	4,072	13.1%	111
Member of charitable organization	1,301	4.2%	98
Member of church board	1,200	3.8%	125
Member of fraternal order	966	3.1%	118
Member of religious club	1,251	4.0%	107
Member of union	1,071	3.4%	92
Member of veterans club	839	2.7%	120
Attended adult education course in last 12 months	1,957	6.3%	92
Went to art gallery in last 12 months	1,768	5.7%	76
Attended auto show in last 12 months	2,565	8.2%	107
Did baking in last 12 months	7,520	24.1%	112
Went to bar/night club in last 12 months	5,328	17.1%	102
Went to beach in last 12 months	6,563	21.1%	85
Played billiards/pool in last 12 months	2,437	7.8%	101
Played bingo in last 12 months	1,575	5.1%	125
Did birdwatching in last 12 months	1,391	4.5%	103
Played board game in last 12 months	4,089	13.1%	103
Read book in last 12 months	10,946	35.1%	103
Participated in book club in last 12 months	731	2.3%	83
Went on overnight camping trip in last 12 months	3,851	12.4%	103
Played cards in last 12 months	5,486	17.6%	113
Played chess in last 12 months	865	2.8%	86
Played computer game (offline w/software)/12 months	1,980	6.4%	96
Played computer game (online w/software)/12 months	2,332	7.5%	109
Played computer game (online w/o software)/12 months	3,375	10.8%	120
Cooked for fun in last 12 months	7,158	23.0%	101
Did crossword puzzle in last 12 months	3,468	11.1%	104
Danced/went dancing in last 12 months	2,115	6.8%	85
Attended dance performance in last 12 months	989	3.2%	71
Dined out in last 12 months	14,167	45.4%	101
Participated in fantasy sports league last 12 months	1,199	3.8%	92
Did furniture refinishing in last 12 months	1,241	4.0%	119
Gambled at casino in last 12 months	3,933	12.6%	92
Gambled in Atlantic City in last 12 months	468	1.5%	65
Gambled in Las Vegas in last 12 months	653	2.1%	53
Participate in indoor gardening/plant care	3,128	10.0%	108
Attended horse races in last 12 months	731	2.3%	91
Participated in karaoke in last 12 months	1,029	3.3%	96
Bought lottery ticket in last 12 months	12,180	39.1%	105
Played lottery 6+ times in last 30 days	4,273	13.7%	116
Bought lottery ticket in last 12 months: Daily Drawing	1,171	3.8%	99
Bought lottery ticket in last 12 months: Instant Game	6,292	20.2%	111
Bought lottery ticket in last 12 months: Mega Millions	4,810	15.4%	86
Bought lottery ticket in last 12 months: Powerball	7,479	24.0%	112
Attended a movie in last 6 months	17,255	55.3%	93
Attended movie in last 90 days: once/week or more	599	1.9%	79
Attended movie in last 90 days: 2-3 times a month	1,458	4.7%	80
Attended movie in last 90 days: once a month	2,529	8.1%	80
Attended movie in last 90 days: < once a month	10,960	35.2%	99
Movie genre seen at theater/6 months: action	6,793	21.8%	84

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	7,758	24.9%	88
Movie genre seen at theater/6 months: comedy	6,844	22.0%	84
Movie genre seen at theater/6 months: crime	4,438	14.2%	80
Movie genre seen at theater/6 months: drama	7,375	23.7%	86
Movie genre seen at theater/6 months: family	2,667	8.6%	77
Movie genre seen at theater/6 months: fantasy	4,923	15.8%	87
Movie genre seen at theater/6 months: horror	2,220	7.1%	88
Movie genre seen at theater/6 months: romance	3,106	10.0%	85
Movie genre seen at theater/6 months: science fiction	3,764	12.1%	85
Movie genre seen at theater/6 months: thriller	4,175	13.4%	82
Went to museum in last 12 months	3,039	9.7%	79
Attended classical music/opera performance/12 months	841	2.7%	64
Attended country music performance in last 12 months	2,140	6.9%	121
Attended rock music performance in last 12 months	2,897	9.3%	98
Played musical instrument in last 12 months	1,985	6.4%	98
Did painting/drawing in last 12 months	1,890	6.1%	99
Did photo album/scrapbooking in last 12 months	1,767	5.7%	101
Did photography in last 12 months	3,134	10.1%	100
Did Sudoku puzzle in last 12 months	3,428	11.0%	110
Went to live theater in last 12 months	3,595	11.5%	89
Visited a theme park in last 12 months	4,605	14.8%	84
Visited a theme park 5+ times in last 12 months	841	2.7%	71
Participated in trivia games in last 12 months	1,589	5.1%	99
Played video/electronic game (console) last 12 months	3,482	11.2%	107
Played video/electronic game (portable) last 12 months	1,402	4.5%	99
Visited an indoor water park in last 12 months	864	2.8%	93
Did woodworking in last 12 months	1,498	4.8%	108
Participated in word games in last 12 months	3,532	11.3%	105
Went to zoo in last 12 months	3,555	11.4%	102
Purchased DVDs in last 30 days: 1	897	2.9%	85
Purchased DVDs in last 30 days: 2	737	2.4%	90
Purchased DVDs in last 30 days: 3+	1,716	5.5%	106
Purchased DVD/Blu-ray disc online in last 12 months	1,741	5.6%	87
Rented DVDs in last 30 days: 1	1,127	3.6%	95
Rented DVDs in last 30 days: 2	1,258	4.0%	91
Rented DVDs in last 30 days: 3+	4,584	14.7%	104
Rented movie/oth video/30 days: action/adventure	7,735	24.8%	101
Rented movie/oth video/30 days: classics	1,720	5.5%	80
Rented movie/oth video/30 days: comedy	7,625	24.5%	101
Rented movie/oth video/30 days: drama	4,751	15.2%	95
Rented movie/oth video/30 days: family/children	3,461	11.1%	104
Rented movie/oth video/30 days: foreign	632	2.0%	73
Rented movie/oth video/30 days: horror	3,097	9.9%	113
Rented movie/oth video/30 days: musical	838	2.7%	90
Rented movie/oth video/30 days: news/documentary	975	3.1%	87
Rented movie/oth video/30 days: romance	2,799	9.0%	96
Rented movie/oth video/30 days: science fiction	2,482	8.0%	103
Rented movie/oth video/30 days: TV show	2,344	7.5%	93
Rented movie/oth video/30 days: western	1,007	3.2%	111

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	990	3.2%	79
Rented DVD/Blu-ray/30 days: from netflix.com	3,218	10.3%	89
Rented/purch DVD/Blu-ray/30 days: from Redbox	5,698	18.3%	97
HH owns ATV/UTV	742	4.6%	93
Bought any children`s toy/game in last 12 months	10,125	32.5%	100
Spent on toys/games for child last 12 months: <\$50	1,924	6.2%	105
Spent on toys/games for child last 12 months: \$50-99	909	2.9%	108
Spent on toys/games for child last 12 months: \$100-199	1,996	6.4%	101
Spent on toys/games for child last 12 months: \$200-499	2,974	9.5%	104
Spent on toys/games for child last 12 months: \$500+	1,275	4.1%	87
Bought any toys/games online in last 12 months	2,344	7.5%	106
Bought infant toy in last 12 months	1,985	6.4%	96
Bought pre-school toy in last 12 months	2,323	7.5%	109
Bought for child last 12 months: boy action figure	2,334	7.5%	103
Bought for child last 12 months: girl action figure	902	2.9%	95
Bought for child last 12 months: action game	697	2.2%	88
Bought for child last 12 months: bicycle	2,157	6.9%	103
Bought for child last 12 months: board game	2,950	9.5%	96
Bought for child last 12 months: builder set	1,484	4.8%	111
Bought for child last 12 months: car	3,012	9.7%	106
Bought for child last 12 months: construction toy	1,712	5.5%	114
Bought for child last 12 months: fashion doll	1,566	5.0%	110
Bought for child last 12 months: large/baby doll	2,138	6.9%	103
Bought for child last 12 months: doll accessories	1,218	3.9%	107
Bought for child last 12 months: doll clothing	1,125	3.6%	96
Bought for child last 12 months: educational toy	3,482	11.2%	98
Bought for child last 12 months: electronic doll/animal	836	2.7%	104
Bought for child last 12 months: electronic game	2,530	8.1%	104
Bought for child last 12 months: mechanical toy	1,033	3.3%	95
Bought for child last 12 months: model kit/set	817	2.6%	106
Bought for child last 12 months: plush doll/animal	2,458	7.9%	108
Bought for child last 12 months: sound game	623	2.0%	101
Bought for child last 12 months: water toy	3,037	9.7%	107
Bought for child last 12 months: word game	894	2.9%	96

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 10 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	3,704	11.9%	90
Bought hardcover book in last 12 months	5,990	19.2%	92
Bought paperback book in last 12 months	9,107	29.2%	93
Bought 1-3 books in last 12 months	5,728	18.4%	94
Bought 4-6 books in last 12 months	3,115	10.0%	94
Bought 7+ books in last 12 months	5,042	16.2%	95
Bought book (fiction) in last 12 months	8,158	26.2%	96
Bought book (non-fiction) in last 12 months	6,750	21.7%	95
Bought biography in last 12 months	2,090	6.7%	91
Bought children`s book in last 12 months	2,713	8.7%	96
Bought cookbook in last 12 months	2,499	8.0%	97
Bought history book in last 12 months	2,278	7.3%	92
Bought mystery book in last 12 months	3,367	10.8%	97
Bought novel in last 12 months	4,336	13.9%	89
Bought religious book (not bible) in last 12 mo	2,150	6.9%	105
Bought romance book in last 12 months	2,789	8.9%	119
Bought science fiction book in last 12 months	1,537	4.9%	89
Bought personal/business self-help book last 12 months	1,509	4.8%	84
Bought travel book in last 12 months	457	1.5%	70
Bought book online in last 12 months	5,074	16.3%	84
Bought book last 12 months: amazon.com	4,740	15.2%	87
Bought book last 12 months: barnes&noble.com	746	2.4%	79
Bought book last 12 months: Barnes & Noble book store	3,341	10.7%	73
Bought book last 12 months: other book store (not B&N)	3,198	10.3%	90
Bought book last 12 months: mail order	777	2.5%	110
Listened to/purchased audiobook in last 6 months	1,083	3.5%	79

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**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 2016 and 2021.



# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Demographic Summary		2016	2021
Population		59,220	59,378
Population 18+		46,617	46,767
Households		23,906	24,023
Median Household Income		\$49,780	\$48,340

  

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Participated in aerobics in last 12 months	3,333	7.1%	84
Participated in archery in last 12 months	1,730	3.7%	137
Participated in backpacking in last 12 months	1,221	2.6%	86
Participated in baseball in last 12 months	2,147	4.6%	100
Participated in basketball in last 12 months	3,686	7.9%	96
Participated in bicycling (mountain) in last 12 months	1,461	3.1%	81
Participated in bicycling (road) in last 12 months	4,544	9.7%	98
Participated in boating (power) in last 12 months	2,850	6.1%	115
Participated in bowling in last 12 months	5,285	11.3%	120
Participated in canoeing/kayaking in last 12 months	2,838	6.1%	109
Participated in fishing (fresh water) in last 12 months	7,444	16.0%	129
Participated in fishing (salt water) in last 12 months	1,642	3.5%	89
Participated in football in last 12 months	2,083	4.5%	95
Participated in Frisbee in last 12 months	1,795	3.9%	90
Participated in golf in last 12 months	4,196	9.0%	99
Participated in hiking in last 12 months	4,106	8.8%	89
Participated in horseback riding in last 12 months	987	2.1%	86
Participated in hunting with rifle in last 12 months	2,648	5.7%	125
Participated in hunting with shotgun in last 12 months	2,292	4.9%	126
Participated in ice skating in last 12 months	939	2.0%	83
Participated in jogging/running in last 12 months	5,105	11.0%	83
Participated in motorcycling in last 12 months	1,666	3.6%	123
Participated in Pilates in last 12 months	1,008	2.2%	79
Participated in skiing (downhill) in last 12 months	904	1.9%	71
Participated in soccer in last 12 months	1,226	2.6%	69
Participated in softball in last 12 months	1,733	3.7%	108
Participated in swimming in last 12 months	7,191	15.4%	100
Participated in target shooting in last 12 months	2,295	4.9%	104
Participated in tennis in last 12 months	1,394	3.0%	75
Participated in volleyball in last 12 months	1,351	2.9%	89
Participated in walking for exercise in last 12 months	13,134	28.2%	105
Participated in weight lifting in last 12 months	4,192	9.0%	91
Participated in yoga in last 12 months	2,617	5.6%	80
Spent on sports/rec equip in last 12 months: \$1-99	2,624	5.6%	98
Spent on sports/rec equip in last 12 months: \$100-\$249	2,911	6.2%	102
Spent on sports/rec equip in last 12 months: \$250+	3,526	7.6%	104
Attend sports events	10,468	22.5%	98
Attend sports events: baseball game - MLB reg seas	3,892	8.3%	91
Attend sports events: basketball game (college)	1,259	2.7%	94
Attend sports events: basketball game-NBA reg seas	961	2.1%	70
Attend sports events: football game (college)	2,689	5.8%	101
Attend sports events: football game-NFL Mon/Thurs	1,026	2.2%	81
Attend sports events: football game - NFL weekend	1,846	4.0%	86
Attend sports events: high school sports	2,795	6.0%	126

**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 2016 and 2021.



# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	7,877	16.9%	113
Listen to baseball (MLB reg season) on radio often	1,194	2.6%	116
Listen to football (NFL wknd games) on radio often	976	2.1%	106
Watch sports on TV	30,076	64.5%	104
Watch on TV: alpine skiing/ski jumping	2,444	5.2%	90
Watch on TV: auto racing (NASCAR)	8,423	18.1%	131
Watch on TV: auto racing (not NASCAR)	3,093	6.6%	112
Watch on TV: baseball (MLB regular season)	11,134	23.9%	106
Watch on TV: baseball (MLB playoffs/World Series)	10,682	22.9%	104
Watch on TV: basketball (college)	7,938	17.0%	114
Watch on TV: basketball (NCAA tournament)	7,827	16.8%	112
Watch on TV: basketball (NBA regular season)	7,210	15.5%	88
Watch on TV: basketball (NBA playoffs/finals)	8,189	17.6%	91
Watch on TV: basketball (WNBA)	1,835	3.9%	88
Watch on TV: bicycle racing	1,180	2.5%	81
Watch on TV: bowling	1,869	4.0%	125
Watch on TV: boxing	3,249	7.0%	87
Watch on TV: bull riding (pro)	2,849	6.1%	119
Watch on TV: Equestrian events	1,581	3.4%	101
Watch on TV: extreme sports (summer)	2,571	5.5%	92
Watch on TV: extreme sports (winter)	2,965	6.4%	98
Watch on TV: figure skating	5,196	11.1%	111
Watch on TV: fishing	3,378	7.2%	109
Watch on TV: football (college)	14,065	30.2%	117
Watch on TV: football (NFL Mon/Thurs night games)	16,784	36.0%	106
Watch on TV: football (NFL weekend games)	18,480	39.6%	110
Watch on TV: football (NFL playoffs/Super Bowl)	18,918	40.6%	110
Watch on TV: golf (PGA)	7,417	15.9%	112
Watch on TV: golf (LPGA)	2,444	5.2%	111
Watch on TV: gymnastics	4,151	8.9%	108
Watch on TV: horse racing (at track or OTB)	1,330	2.9%	101
Watch on TV: ice hockey (NHL regular season)	4,216	9.0%	97
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	4,275	9.2%	97
Watch on TV: marathon/road running/triathlon	1,034	2.2%	87
Watch on TV: mixed martial arts (MMA)	2,393	5.1%	101
Watch on TV: motorcycle racing	2,245	4.8%	108
Watch on TV: Olympics (summer)	13,377	28.7%	106
Watch on TV: Olympics (winter)	13,268	28.5%	109
Watch on TV: poker	2,897	6.2%	111
Watch on TV: rodeo	2,538	5.4%	116
Watch on TV: soccer (MLS)	1,967	4.2%	79
Watch on TV: soccer (World Cup)	3,103	6.7%	76
Watch on TV: tennis (men `s)	3,276	7.0%	84
Watch on TV: tennis (women `s)	3,247	7.0%	84
Watch on TV: track & field	2,622	5.6%	99
Watch on TV: truck and tractor pull/mud racing	1,717	3.7%	124
Watch on TV: volleyball (pro beach)	2,167	4.6%	104
Watch on TV: wrestling (WWE)	1,856	4.0%	125
Interest in sports: college basketball Super Fan	1,519	3.3%	87
Interest in sports: college football Super Fan	3,140	6.7%	102
Interest in sports: golf Super Fan	971	2.1%	101
Interest in sports: high school sports Super Fan	1,134	2.4%	78
Interest in sports: MLB Super Fan	2,343	5.0%	91
Interest in sports: NASCAR Super Fan	1,640	3.5%	104
Interest in sports: NBA Super Fan	1,858	4.0%	67
Interest in sports: NFL Super Fan	6,400	13.7%	101
Interest in sports: NHL Super Fan	1,152	2.5%	71

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	6,272	13.5%	114
Member of charitable organization	1,992	4.3%	100
Member of church board	1,787	3.8%	125
Member of fraternal order	1,491	3.2%	122
Member of religious club	1,908	4.1%	109
Member of union	1,691	3.6%	97
Member of veterans club	1,254	2.7%	120
Attended adult education course in last 12 months	2,972	6.4%	94
Went to art gallery in last 12 months	2,740	5.9%	79
Attended auto show in last 12 months	3,841	8.2%	107
Did baking in last 12 months	11,173	24.0%	111
Went to bar/night club in last 12 months	8,057	17.3%	103
Went to beach in last 12 months	10,048	21.6%	87
Played billiards/pool in last 12 months	3,708	8.0%	103
Played bingo in last 12 months	2,249	4.8%	120
Did birdwatching in last 12 months	2,218	4.8%	110
Played board game in last 12 months	6,231	13.4%	105
Read book in last 12 months	16,603	35.6%	104
Participated in book club in last 12 months	1,094	2.3%	84
Went on overnight camping trip in last 12 months	6,082	13.0%	109
Played cards in last 12 months	8,224	17.6%	114
Played chess in last 12 months	1,307	2.8%	87
Played computer game (offline w/software)/12 months	2,977	6.4%	97
Played computer game (online w/software)/12 months	3,456	7.4%	108
Played computer game (online w/o software)/12 months	4,883	10.5%	116
Cooked for fun in last 12 months	10,716	23.0%	101
Did crossword puzzle in last 12 months	5,320	11.4%	106
Danced/went dancing in last 12 months	3,218	6.9%	86
Attended dance performance in last 12 months	1,543	3.3%	74
Dined out in last 12 months	21,554	46.2%	103
Participated in fantasy sports league last 12 months	1,830	3.9%	94
Did furniture refinishing in last 12 months	1,734	3.7%	111
Gambled at casino in last 12 months	6,136	13.2%	96
Gambled in Atlantic City in last 12 months	672	1.4%	63
Gambled in Las Vegas in last 12 months	1,046	2.2%	57
Participate in indoor gardening/plant care	4,757	10.2%	110
Attended horse races in last 12 months	1,106	2.4%	92
Participated in karaoke in last 12 months	1,546	3.3%	96
Bought lottery ticket in last 12 months	18,297	39.2%	105
Played lottery 6+ times in last 30 days	6,285	13.5%	114
Bought lottery ticket in last 12 months: Daily Drawing	1,731	3.7%	97
Bought lottery ticket in last 12 months: Instant Game	9,423	20.2%	111
Bought lottery ticket in last 12 months: Mega Millions	7,413	15.9%	89
Bought lottery ticket in last 12 months: Powerball	11,291	24.2%	113
Attended a movie in last 6 months	26,224	56.3%	95
Attended movie in last 90 days: once/week or more	877	1.9%	78
Attended movie in last 90 days: 2-3 times a month	2,133	4.6%	78
Attended movie in last 90 days: once a month	3,927	8.4%	83
Attended movie in last 90 days: < once a month	16,766	36.0%	102
Movie genre seen at theater/6 months: action	10,393	22.3%	86

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	11,824	25.4%	90
Movie genre seen at theater/6 months: comedy	10,429	22.4%	86
Movie genre seen at theater/6 months: crime	6,749	14.5%	82
Movie genre seen at theater/6 months: drama	11,285	24.2%	88
Movie genre seen at theater/6 months: family	4,187	9.0%	81
Movie genre seen at theater/6 months: fantasy	7,500	16.1%	88
Movie genre seen at theater/6 months: horror	3,227	6.9%	86
Movie genre seen at theater/6 months: romance	4,798	10.3%	88
Movie genre seen at theater/6 months: science fiction	5,763	12.4%	87
Movie genre seen at theater/6 months: thriller	6,350	13.6%	83
Went to museum in last 12 months	4,725	10.1%	82
Attended classical music/opera performance/12 months	1,388	3.0%	71
Attended country music performance in last 12 months	3,234	6.9%	123
Attended rock music performance in last 12 months	4,407	9.5%	100
Played musical instrument in last 12 months	2,986	6.4%	98
Did painting/drawing in last 12 months	2,795	6.0%	98
Did photo album/scrapbooking in last 12 months	2,634	5.7%	100
Did photography in last 12 months	4,725	10.1%	100
Did Sudoku puzzle in last 12 months	5,206	11.2%	112
Went to live theater in last 12 months	5,570	11.9%	92
Visited a theme park in last 12 months	7,056	15.1%	86
Visited a theme park 5+ times in last 12 months	1,318	2.8%	74
Participated in trivia games in last 12 months	2,401	5.2%	100
Played video/electronic game (console) last 12 months	5,169	11.1%	106
Played video/electronic game (portable) last 12 months	2,076	4.5%	98
Visited an indoor water park in last 12 months	1,332	2.9%	96
Did woodworking in last 12 months	2,300	4.9%	111
Participated in word games in last 12 months	5,369	11.5%	107
Went to zoo in last 12 months	5,391	11.6%	104
Purchased DVDs in last 30 days: 1	1,388	3.0%	88
Purchased DVDs in last 30 days: 2	1,187	2.5%	97
Purchased DVDs in last 30 days: 3+	2,565	5.5%	106
Purchased DVD/Blu-ray disc online in last 12 months	2,728	5.9%	91
Rented DVDs in last 30 days: 1	1,715	3.7%	97
Rented DVDs in last 30 days: 2	1,943	4.2%	94
Rented DVDs in last 30 days: 3+	6,883	14.8%	105
Rented movie/oth video/30 days: action/adventure	11,547	24.8%	100
Rented movie/oth video/30 days: classics	2,640	5.7%	82
Rented movie/oth video/30 days: comedy	11,433	24.5%	101
Rented movie/oth video/30 days: drama	7,211	15.5%	96
Rented movie/oth video/30 days: family/children	5,132	11.0%	103
Rented movie/oth video/30 days: foreign	960	2.1%	74
Rented movie/oth video/30 days: horror	4,407	9.5%	107
Rented movie/oth video/30 days: musical	1,224	2.6%	88
Rented movie/oth video/30 days: news/documentary	1,462	3.1%	87
Rented movie/oth video/30 days: romance	4,245	9.1%	97
Rented movie/oth video/30 days: science fiction	3,692	7.9%	103
Rented movie/oth video/30 days: TV show	3,504	7.5%	93
Rented movie/oth video/30 days: western	1,468	3.1%	109

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	1,581	3.4%	84
Rented DVD/Blu-ray/30 days: from netflix.com	4,830	10.4%	90
Rented/purch DVD/Blu-ray/30 days: from Redbox	8,619	18.5%	98
HH owns ATV/UTV	1,297	5.4%	110
Bought any children`s toy/game in last 12 months	15,319	32.9%	101
Spent on toys/games for child last 12 months: <\$50	2,960	6.3%	108
Spent on toys/games for child last 12 months: \$50-99	1,371	2.9%	109
Spent on toys/games for child last 12 months: \$100-199	2,957	6.3%	100
Spent on toys/games for child last 12 months: \$200-499	4,398	9.4%	103
Spent on toys/games for child last 12 months: \$500+	1,988	4.3%	90
Bought any toys/games online in last 12 months	3,434	7.4%	104
Bought infant toy in last 12 months	2,982	6.4%	96
Bought pre-school toy in last 12 months	3,517	7.5%	111
Bought for child last 12 months: boy action figure	3,451	7.4%	102
Bought for child last 12 months: girl action figure	1,325	2.8%	93
Bought for child last 12 months: action game	1,093	2.3%	93
Bought for child last 12 months: bicycle	3,149	6.8%	101
Bought for child last 12 months: board game	4,731	10.1%	103
Bought for child last 12 months: builder set	2,214	4.7%	111
Bought for child last 12 months: car	4,517	9.7%	107
Bought for child last 12 months: construction toy	2,542	5.5%	113
Bought for child last 12 months: fashion doll	2,299	4.9%	108
Bought for child last 12 months: large/baby doll	3,193	6.8%	103
Bought for child last 12 months: doll accessories	1,850	4.0%	109
Bought for child last 12 months: doll clothing	1,734	3.7%	99
Bought for child last 12 months: educational toy	5,336	11.4%	100
Bought for child last 12 months: electronic doll/animal	1,229	2.6%	103
Bought for child last 12 months: electronic game	3,764	8.1%	103
Bought for child last 12 months: mechanical toy	1,496	3.2%	92
Bought for child last 12 months: model kit/set	1,221	2.6%	106
Bought for child last 12 months: plush doll/animal	3,693	7.9%	108
Bought for child last 12 months: sound game	903	1.9%	98
Bought for child last 12 months: water toy	4,572	9.8%	108
Bought for child last 12 months: word game	1,330	2.9%	96

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 15 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	5,580	12.0%	91
Bought hardcover book in last 12 months	9,221	19.8%	94
Bought paperback book in last 12 months	13,973	30.0%	95
Bought 1-3 books in last 12 months	8,630	18.5%	95
Bought 4-6 books in last 12 months	4,697	10.1%	95
Bought 7+ books in last 12 months	7,746	16.6%	97
Bought book (fiction) in last 12 months	12,420	26.6%	97
Bought book (non-fiction) in last 12 months	10,214	21.9%	96
Bought biography in last 12 months	3,136	6.7%	91
Bought children`s book in last 12 months	4,132	8.9%	98
Bought cookbook in last 12 months	3,755	8.1%	98
Bought history book in last 12 months	3,488	7.5%	94
Bought mystery book in last 12 months	5,170	11.1%	99
Bought novel in last 12 months	6,682	14.3%	92
Bought religious book (not bible) in last 12 mo	3,206	6.9%	104
Bought romance book in last 12 months	4,037	8.7%	115
Bought science fiction book in last 12 months	2,367	5.1%	92
Bought personal/business self-help book last 12 months	2,269	4.9%	84
Bought travel book in last 12 months	733	1.6%	75
Bought book online in last 12 months	7,770	16.7%	86
Bought book last 12 months: amazon.com	7,171	15.4%	88
Bought book last 12 months: barnes&noble.com	1,173	2.5%	83
Bought book last 12 months: Barnes & Noble book store	5,345	11.5%	78
Bought book last 12 months: other book store (not B&N)	4,959	10.6%	93
Bought book last 12 months: mail order	1,101	2.4%	104
Listened to/purchased audiobook in last 6 months	1,678	3.6%	82

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
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Demographic Summary		2016	2021
Population		114,695	115,346
Population 18+		89,150	89,741
Households		46,101	46,440
Median Household Income		\$50,152	\$49,052

  

Product/Consumer Behavior	Expected	Percent	MPI
	Number of Adults/HHs		
Participated in aerobics in last 12 months	6,586	7.4%	87
Participated in archery in last 12 months	3,210	3.6%	133
Participated in backpacking in last 12 months	2,424	2.7%	89
Participated in baseball in last 12 months	4,150	4.7%	101
Participated in basketball in last 12 months	7,133	8.0%	97
Participated in bicycling (mountain) in last 12 months	2,986	3.3%	86
Participated in bicycling (road) in last 12 months	8,652	9.7%	98
Participated in boating (power) in last 12 months	5,441	6.1%	115
Participated in bowling in last 12 months	9,846	11.0%	117
Participated in canoeing/kayaking in last 12 months	5,444	6.1%	110
Participated in fishing (fresh water) in last 12 months	13,641	15.3%	124
Participated in fishing (salt water) in last 12 months	3,201	3.6%	91
Participated in football in last 12 months	4,019	4.5%	96
Participated in Frisbee in last 12 months	3,485	3.9%	91
Participated in golf in last 12 months	8,113	9.1%	100
Participated in hiking in last 12 months	7,800	8.7%	88
Participated in horseback riding in last 12 months	1,914	2.1%	87
Participated in hunting with rifle in last 12 months	4,923	5.5%	122
Participated in hunting with shotgun in last 12 months	4,321	4.8%	124
Participated in ice skating in last 12 months	1,833	2.1%	84
Participated in jogging/running in last 12 months	9,739	10.9%	83
Participated in motorcycling in last 12 months	3,085	3.5%	119
Participated in Pilates in last 12 months	1,962	2.2%	80
Participated in skiing (downhill) in last 12 months	1,846	2.1%	76
Participated in soccer in last 12 months	2,435	2.7%	72
Participated in softball in last 12 months	3,284	3.7%	107
Participated in swimming in last 12 months	13,524	15.2%	98
Participated in target shooting in last 12 months	4,456	5.0%	105
Participated in tennis in last 12 months	2,720	3.1%	77
Participated in volleyball in last 12 months	2,628	2.9%	91
Participated in walking for exercise in last 12 months	24,887	27.9%	104
Participated in weight lifting in last 12 months	7,931	8.9%	90
Participated in yoga in last 12 months	4,941	5.5%	79
Spent on sports/rec equip in last 12 months: \$1-99	5,079	5.7%	99
Spent on sports/rec equip in last 12 months: \$100-\$249	5,509	6.2%	100
Spent on sports/rec equip in last 12 months: \$250+	6,770	7.6%	104
Attend sports events	19,973	22.4%	98
Attend sports events: baseball game - MLB reg seas	7,567	8.5%	93
Attend sports events: basketball game (college)	2,435	2.7%	95
Attend sports events: basketball game-NBA reg seas	1,924	2.2%	73
Attend sports events: football game (college)	5,207	5.8%	102
Attend sports events: football game-NFL Mon/Thurs	2,029	2.3%	83
Attend sports events: football game - NFL weekend	3,667	4.1%	89
Attend sports events: high school sports	5,120	5.7%	120

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

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 Latitude: 40.55630  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	14,997	16.8%	113
Listen to baseball (MLB reg season) on radio often	2,280	2.6%	116
Listen to football (NFL wknd games) on radio often	1,927	2.2%	109
Watch sports on TV	57,272	64.2%	104
Watch on TV: alpine skiing/ski jumping	4,691	5.3%	90
Watch on TV: auto racing (NASCAR)	15,538	17.4%	126
Watch on TV: auto racing (not NASCAR)	5,819	6.5%	111
Watch on TV: baseball (MLB regular season)	21,126	23.7%	105
Watch on TV: baseball (MLB playoffs/World Series)	20,298	22.8%	103
Watch on TV: basketball (college)	15,025	16.9%	113
Watch on TV: basketball (NCAA tournament)	14,862	16.7%	111
Watch on TV: basketball (NBA regular season)	14,258	16.0%	91
Watch on TV: basketball (NBA playoffs/finals)	16,060	18.0%	93
Watch on TV: basketball (WNBA)	3,746	4.2%	94
Watch on TV: bicycle racing	2,327	2.6%	84
Watch on TV: bowling	3,505	3.9%	123
Watch on TV: boxing	6,437	7.2%	90
Watch on TV: bull riding (pro)	5,205	5.8%	114
Watch on TV: Equestrian events	3,001	3.4%	100
Watch on TV: extreme sports (summer)	4,714	5.3%	88
Watch on TV: extreme sports (winter)	5,443	6.1%	94
Watch on TV: figure skating	9,646	10.8%	108
Watch on TV: fishing	6,417	7.2%	109
Watch on TV: football (college)	26,383	29.6%	115
Watch on TV: football (NFL Mon/Thurs night games)	32,112	36.0%	106
Watch on TV: football (NFL weekend games)	35,144	39.4%	110
Watch on TV: football (NFL playoffs/Super Bowl)	35,939	40.3%	109
Watch on TV: golf (PGA)	14,107	15.8%	111
Watch on TV: golf (LPGA)	4,708	5.3%	112
Watch on TV: gymnastics	7,795	8.7%	106
Watch on TV: horse racing (at track or OTB)	2,565	2.9%	102
Watch on TV: ice hockey (NHL regular season)	8,240	9.2%	99
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	8,376	9.4%	99
Watch on TV: marathon/road running/triathlon	2,010	2.3%	89
Watch on TV: mixed martial arts (MMA)	4,428	5.0%	98
Watch on TV: motorcycle racing	4,226	4.7%	107
Watch on TV: Olympics (summer)	25,320	28.4%	105
Watch on TV: Olympics (winter)	25,011	28.1%	108
Watch on TV: poker	5,471	6.1%	110
Watch on TV: rodeo	4,677	5.2%	112
Watch on TV: soccer (MLS)	3,832	4.3%	80
Watch on TV: soccer (World Cup)	6,019	6.8%	77
Watch on TV: tennis (men`s)	6,422	7.2%	86
Watch on TV: tennis (women`s)	6,462	7.2%	87
Watch on TV: track & field	5,136	5.8%	102
Watch on TV: truck and tractor pull/mud racing	3,122	3.5%	118
Watch on TV: volleyball (pro beach)	4,071	4.6%	102
Watch on TV: wrestling (WWE)	3,551	4.0%	125
Interest in sports: college basketball Super Fan	2,993	3.4%	89
Interest in sports: college football Super Fan	6,180	6.9%	105
Interest in sports: golf Super Fan	1,873	2.1%	102
Interest in sports: high school sports Super Fan	2,149	2.4%	77
Interest in sports: MLB Super Fan	4,489	5.0%	91
Interest in sports: NASCAR Super Fan	3,024	3.4%	100
Interest in sports: NBA Super Fan	3,943	4.4%	75
Interest in sports: NFL Super Fan	12,431	13.9%	102
Interest in sports: NHL Super Fan	2,323	2.6%	74

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# Sports and Leisure Market Potential

2304 Court St, Pekin, Illinois, 61554  
 Drive Time: 20 minute radius

ICSC May Reports  
 Latitude: 40.55630  
 Longitude: -89.61198

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	11,846	13.3%	113
Member of charitable organization	3,832	4.3%	100
Member of church board	3,330	3.7%	122
Member of fraternal order	2,877	3.2%	123
Member of religious club	3,660	4.1%	109
Member of union	3,295	3.7%	99
Member of veterans club	2,342	2.6%	117
Attended adult education course in last 12 months	5,698	6.4%	94
Went to art gallery in last 12 months	5,335	6.0%	80
Attended auto show in last 12 months	7,370	8.3%	108
Did baking in last 12 months	20,967	23.5%	109
Went to bar/night club in last 12 months	15,288	17.1%	103
Went to beach in last 12 months	18,963	21.3%	85
Played billiards/pool in last 12 months	7,099	8.0%	103
Played bingo in last 12 months	4,266	4.8%	119
Did birdwatching in last 12 months	4,241	4.8%	110
Played board game in last 12 months	11,793	13.2%	104
Read book in last 12 months	31,353	35.2%	103
Participated in book club in last 12 months	2,145	2.4%	86
Went on overnight camping trip in last 12 months	11,503	12.9%	108
Played cards in last 12 months	15,617	17.5%	113
Played chess in last 12 months	2,708	3.0%	94
Played computer game (offline w/software)/12 months	5,590	6.3%	95
Played computer game (online w/software)/12 months	6,559	7.4%	107
Played computer game (online w/o software)/12 months	9,074	10.2%	113
Cooked for fun in last 12 months	20,495	23.0%	101
Did crossword puzzle in last 12 months	10,245	11.5%	107
Danced/went dancing in last 12 months	6,262	7.0%	88
Attended dance performance in last 12 months	3,043	3.4%	76
Dined out in last 12 months	40,886	45.9%	102
Participated in fantasy sports league last 12 months	3,533	4.0%	95
Did furniture refinishing in last 12 months	3,220	3.6%	108
Gambled at casino in last 12 months	11,850	13.3%	97
Gambled in Atlantic City in last 12 months	1,351	1.5%	66
Gambled in Las Vegas in last 12 months	2,079	2.3%	59
Participate in indoor gardening/plant care	8,965	10.1%	108
Attended horse races in last 12 months	2,185	2.5%	95
Participated in karaoke in last 12 months	3,052	3.4%	99
Bought lottery ticket in last 12 months	34,595	38.8%	104
Played lottery 6+ times in last 30 days	11,817	13.3%	112
Bought lottery ticket in last 12 months: Daily Drawing	3,500	3.9%	103
Bought lottery ticket in last 12 months: Instant Game	17,776	19.9%	110
Bought lottery ticket in last 12 months: Mega Millions	14,174	15.9%	89
Bought lottery ticket in last 12 months: Powerball	21,125	23.7%	111
Attended a movie in last 6 months	50,723	56.9%	96
Attended movie in last 90 days: once/week or more	1,754	2.0%	81
Attended movie in last 90 days: 2-3 times a month	4,129	4.6%	79
Attended movie in last 90 days: once a month	7,849	8.8%	87
Attended movie in last 90 days: < once a month	32,230	36.2%	102
Movie genre seen at theater/6 months: action	20,160	22.6%	87

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	22,871	25.7%	91
Movie genre seen at theater/6 months: comedy	20,540	23.0%	88
Movie genre seen at theater/6 months: crime	13,471	15.1%	85
Movie genre seen at theater/6 months: drama	21,948	24.6%	90
Movie genre seen at theater/6 months: family	8,363	9.4%	85
Movie genre seen at theater/6 months: fantasy	14,541	16.3%	90
Movie genre seen at theater/6 months: horror	6,373	7.1%	89
Movie genre seen at theater/6 months: romance	9,473	10.6%	90
Movie genre seen at theater/6 months: science fiction	11,172	12.5%	88
Movie genre seen at theater/6 months: thriller	12,450	14.0%	85
Went to museum in last 12 months	9,162	10.3%	84
Attended classical music/opera performance/12 months	2,806	3.1%	75
Attended country music performance in last 12 months	6,033	6.8%	120
Attended rock music performance in last 12 months	8,296	9.3%	98
Played musical instrument in last 12 months	5,677	6.4%	98
Did painting/drawing in last 12 months	5,292	5.9%	97
Did photo album/scrapbooking in last 12 months	5,012	5.6%	100
Did photography in last 12 months	8,984	10.1%	100
Did Sudoku puzzle in last 12 months	9,787	11.0%	110
Went to live theater in last 12 months	10,607	11.9%	92
Visited a theme park in last 12 months	13,544	15.2%	86
Visited a theme park 5+ times in last 12 months	2,625	2.9%	77
Participated in trivia games in last 12 months	4,489	5.0%	98
Played video/electronic game (console) last 12 months	9,582	10.7%	103
Played video/electronic game (portable) last 12 months	3,949	4.4%	97
Visited an indoor water park in last 12 months	2,687	3.0%	101
Did woodworking in last 12 months	4,350	4.9%	110
Participated in word games in last 12 months	10,209	11.5%	106
Went to zoo in last 12 months	10,263	11.5%	103
Purchased DVDs in last 30 days: 1	2,653	3.0%	88
Purchased DVDs in last 30 days: 2	2,347	2.6%	101
Purchased DVDs in last 30 days: 3+	4,853	5.4%	105
Purchased DVD/Blu-ray disc online in last 12 months	5,321	6.0%	93
Rented DVDs in last 30 days: 1	3,282	3.7%	97
Rented DVDs in last 30 days: 2	3,751	4.2%	95
Rented DVDs in last 30 days: 3+	12,951	14.5%	103
Rented movie/oth video/30 days: action/adventure	21,653	24.3%	98
Rented movie/oth video/30 days: classics	5,071	5.7%	82
Rented movie/oth video/30 days: comedy	21,431	24.0%	99
Rented movie/oth video/30 days: drama	13,653	15.3%	95
Rented movie/oth video/30 days: family/children	9,644	10.8%	101
Rented movie/oth video/30 days: foreign	1,894	2.1%	77
Rented movie/oth video/30 days: horror	8,128	9.1%	103
Rented movie/oth video/30 days: musical	2,336	2.6%	88
Rented movie/oth video/30 days: news/documentary	2,785	3.1%	86
Rented movie/oth video/30 days: romance	8,030	9.0%	96
Rented movie/oth video/30 days: science fiction	6,821	7.7%	99
Rented movie/oth video/30 days: TV show	6,606	7.4%	92
Rented movie/oth video/30 days: western	2,751	3.1%	106

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# Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	3,106	3.5%	86
Rented DVD/Blu-ray/30 days: from netflix.com	8,982	10.1%	87
Rented/purch DVD/Blu-ray/30 days: from Redbox	16,227	18.2%	97
HH owns ATV/UTV	2,512	5.4%	110
Bought any children`s toy/game in last 12 months	29,380	33.0%	102
Spent on toys/games for child last 12 months: <\$50	5,570	6.2%	106
Spent on toys/games for child last 12 months: \$50-99	2,711	3.0%	112
Spent on toys/games for child last 12 months: \$100-199	5,670	6.4%	100
Spent on toys/games for child last 12 months: \$200-499	8,261	9.3%	101
Spent on toys/games for child last 12 months: \$500+	3,809	4.3%	90
Bought any toys/games online in last 12 months	6,492	7.3%	103
Bought infant toy in last 12 months	5,854	6.6%	99
Bought pre-school toy in last 12 months	6,731	7.6%	111
Bought for child last 12 months: boy action figure	6,537	7.3%	101
Bought for child last 12 months: girl action figure	2,514	2.8%	92
Bought for child last 12 months: action game	2,092	2.3%	93
Bought for child last 12 months: bicycle	6,138	6.9%	103
Bought for child last 12 months: board game	9,332	10.5%	106
Bought for child last 12 months: builder set	4,309	4.8%	113
Bought for child last 12 months: car	8,570	9.6%	106
Bought for child last 12 months: construction toy	4,768	5.3%	111
Bought for child last 12 months: fashion doll	4,459	5.0%	109
Bought for child last 12 months: large/baby doll	6,184	6.9%	105
Bought for child last 12 months: doll accessories	3,587	4.0%	110
Bought for child last 12 months: doll clothing	3,374	3.8%	101
Bought for child last 12 months: educational toy	10,243	11.5%	101
Bought for child last 12 months: electronic doll/animal	2,313	2.6%	101
Bought for child last 12 months: electronic game	7,186	8.1%	103
Bought for child last 12 months: mechanical toy	2,830	3.2%	91
Bought for child last 12 months: model kit/set	2,353	2.6%	107
Bought for child last 12 months: plush doll/animal	6,864	7.7%	105
Bought for child last 12 months: sound game	1,777	2.0%	101
Bought for child last 12 months: water toy	8,588	9.6%	106
Bought for child last 12 months: word game	2,598	2.9%	98

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought digital book in last 12 months	10,540	11.8%	89
Bought hardcover book in last 12 months	17,458	19.6%	94
Bought paperback book in last 12 months	26,866	30.1%	96
Bought 1-3 books in last 12 months	16,515	18.5%	95
Bought 4-6 books in last 12 months	9,030	10.1%	96
Bought 7+ books in last 12 months	14,606	16.4%	96
Bought book (fiction) in last 12 months	23,381	26.2%	96
Bought book (non-fiction) in last 12 months	19,479	21.8%	95
Bought biography in last 12 months	5,824	6.5%	89
Bought children`s book in last 12 months	7,949	8.9%	98
Bought cookbook in last 12 months	7,205	8.1%	98
Bought history book in last 12 months	6,574	7.4%	93
Bought mystery book in last 12 months	9,874	11.1%	99
Bought novel in last 12 months	12,834	14.4%	92
Bought religious book (not bible) in last 12 mo	6,124	6.9%	104
Bought romance book in last 12 months	7,493	8.4%	111
Bought science fiction book in last 12 months	4,557	5.1%	93
Bought personal/business self-help book last 12 months	4,378	4.9%	85
Bought travel book in last 12 months	1,478	1.7%	79
Bought book online in last 12 months	14,735	16.5%	86
Bought book last 12 months: amazon.com	13,498	15.1%	87
Bought book last 12 months: barnes&noble.com	2,308	2.6%	86
Bought book last 12 months: Barnes & Noble book store	10,498	11.8%	80
Bought book last 12 months: other book store (not B&N)	9,573	10.7%	94
Bought book last 12 months: mail order	2,046	2.3%	101
Listened to/purchased audiobook in last 6 months	3,393	3.8%	87

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