

CITY OF WAUKEGAN

COMMUNITY OVERVIEW



55.7%

Population of Hispanic Descent

146,708

Total population within 5 miles

26

Median age of Hispanic Population

24.7%

Waukegan Population under 14

Waukegan is the 9th largest City in Illinois with a total population of 89,879 people, which makes up 12.8% of all 703,462 Lake County residents. The City is home to one of the largest Hispanic and Latino populations in the state with a 55.7% majority as compared with Lake County and the State of IL with only 22.2% and 17.3% respectively.

Waukegan is much younger than surrounding communities with a median age of only 31.5 as compared with the broader Lake County at 37.5. The Hispanic population is even younger with a median age of just 26. In fact, 24.7% of the City of Waukegan is under the age of 14 and 39.6% is under the age of 24.

PRIMARY MARKET

5 MILE RADII AROUND THE FESTIVAL GROUNDS

The GWDC has determined the primary market anticipated to attend festivals during the 2017 season reside within a 5 mile radii of the grounds. At this point, the organization anticipates drawing residents of collar communities to Waukegan including Zion, Gurnee, North Chicago, Lake Bluff, Lake Forest, and more. The total population within this area increases by 61% to 146,708 with 47.6% (69,955) of those being of Hispanic descent and 22.8% being below the age of 14 years. Median disposable income within this area is \$38,165.

LEISURE RELATED

The participation rate among adults who have played football in the previous 12 months can be measured using a Market Potential Index (MPI), which examines the likelihood of households engaging in a given activity. The MPI of 146 within the 5 mile ring is well above the national average as compared with Lake County's MPI of 100, which falls directly in line with the national average. The table below demonstrates the likelihood of residents within the primary market to engage in football in one way or another. These categories represent both strengths and opportunities to further engage the local market in a beneficial way moving forward.



	<i>% of Population within 5 miles</i>	<i>MPI</i>	<i>% of Population in Lake County</i>	<i>MPI</i>
<i>Participated in Football</i>	5.3%	114	4.6%	97
<i>Attended Football Game</i>	4.0%	86	5.8%	125
<i>Watched on TV</i>	31.6%	88	38.2%	106
<i>NFL Superfan</i>	14.6%	107	13.3%	98