



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Demographic Summary		2016	2021
Population		8,450	8,829
Population 18+		5,498	5,786
Households		2,484	2,590
Median Household Income		\$132,858	\$144,299

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,858	52.0%	110
Bought any women's clothing in last 12 months	2,694	49.0%	112
Bought clothing for child <13 years in last 6 months	1,929	35.1%	127
Bought any shoes in last 12 months	3,414	62.1%	115
Bought costume jewelry in last 12 months	1,266	23.0%	118
Bought any fine jewelry in last 12 months	1,131	20.6%	112
Bought a watch in last 12 months	799	14.5%	132
Automobiles (Households)			
HH owns/leases any vehicle	2,352	94.7%	111
HH bought/leased new vehicle last 12 mo	465	18.7%	199
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,201	94.6%	111
Bought/changed motor oil in last 12 months	2,548	46.3%	94
Had tune-up in last 12 months	1,935	35.2%	117
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,922	71.3%	109
Drank regular cola in last 6 months	2,050	37.3%	83
Drank beer/ale in last 6 months	2,714	49.4%	116
Cameras (Adults)			
Own digital point & shoot camera	2,154	39.2%	134
Own digital single-lens reflex (SLR) camera	810	14.7%	171
Bought any camera in last 12 months	368	6.7%	117
Printed digital photos in last 12 months	183	3.3%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,154	39.2%	108
Have a smartphone	4,339	78.9%	134
Have a smartphone: Android phone (any brand)	1,410	25.6%	95
Have a smartphone: Apple iPhone	2,544	46.3%	179
Number of cell phones in household: 1	315	12.7%	39
Number of cell phones in household: 2	1,093	44.0%	118
Number of cell phones in household: 3+	1,065	42.9%	168
HH has cell phone only (no landline telephone)	716	28.8%	69
Computers (Households)			
HH owns a computer	2,321	93.4%	122
HH owns desktop computer	1,496	60.2%	133
HH owns laptop/notebook	1,734	69.8%	129
HH owns any Apple/Mac brand computer	684	27.5%	183
HH owns any PC/non-Apple brand computer	1,982	79.8%	117
HH purchased most recent computer in a store	1,162	46.8%	124
HH purchased most recent computer online	479	19.3%	147
Spent <\$500 on most recent home computer	306	12.3%	85
Spent \$500-\$999 on most recent home computer	611	24.6%	129
Spent \$1,000-\$1,499 on most recent home computer	358	14.4%	152
Spent \$1,500-\$1,999 on most recent home computer	180	7.2%	159
Spent \$2,000+ on most recent home computer	167	6.7%	171

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	3,072	55.9%	110
Bought brewed coffee at convenience store in last 30 days	869	15.8%	101
Bought cigarettes at convenience store in last 30 days	360	6.5%	52
Bought gas at convenience store in last 30 days	1,721	31.3%	95
Spent at convenience store in last 30 days: <\$20	617	11.2%	139
Spent at convenience store in last 30 days: \$20-\$39	529	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	405	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	207	3.8%	85
Spent at convenience store in last 30 days: \$100+	1,080	19.6%	86
Entertainment (Adults)			
Attended a movie in last 6 months	3,944	71.7%	121
Went to live theater in last 12 months	939	17.1%	131
Went to a bar/night club in last 12 months	1,050	19.1%	114
Dined out in last 12 months	3,250	59.1%	132
Gambled at a casino in last 12 months	891	16.2%	118
Visited a theme park in last 12 months	1,439	26.2%	149
Viewed movie (video-on-demand) in last 30 days	1,565	28.5%	168
Viewed TV show (video-on-demand) in last 30 days	1,077	19.6%	152
Watched any pay-per-view TV in last 12 months	969	17.6%	134
Downloaded a movie over the Internet in last 30 days	507	9.2%	128
Downloaded any individual song in last 6 months	1,481	26.9%	132
Watched a movie online in the last 30 days	942	17.1%	107
Watched a TV program online in last 30 days	1,059	19.3%	129
Played a video/electronic game (console) in last 12 months	497	9.0%	87
Played a video/electronic game (portable) in last 12 months	225	4.1%	90
Financial (Adults)			
Have home mortgage (1st)	2,813	51.2%	165
Used ATM/cash machine in last 12 months	3,441	62.6%	127
Own any stock	770	14.0%	183
Own U.S. savings bond	421	7.7%	145
Own shares in mutual fund (stock)	762	13.9%	191
Own shares in mutual fund (bonds)	520	9.5%	195
Have interest checking account	2,231	40.6%	144
Have non-interest checking account	1,639	29.8%	105
Have savings account	3,716	67.6%	125
Have 401K retirement savings plan	1,364	24.8%	171
Own/used any credit/debit card in last 12 months	4,714	85.7%	115
Avg monthly credit card expenditures: <\$111	551	10.0%	86
Avg monthly credit card expenditures: \$111-\$225	405	7.4%	107
Avg monthly credit card expenditures: \$226-\$450	381	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	425	7.7%	145
Avg monthly credit card expenditures: \$701-\$1,000	404	7.3%	170
Avg monthly credit card expenditures: \$1,001+	1,120	20.4%	225
Did banking online in last 12 months	2,997	54.5%	153
Did banking on mobile device in last 12 months	1,210	22.0%	157
Paid bills online in last 12 months	3,282	59.7%	139

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,810	72.9%	105
Used bread in last 6 months	2,370	95.4%	102
Used chicken (fresh or frozen) in last 6 months	1,873	75.4%	109
Used turkey (fresh or frozen) in last 6 months	430	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	1,438	57.9%	106
Used fresh fruit/vegetables in last 6 months	2,233	89.9%	105
Used fresh milk in last 6 months	2,271	91.4%	104
Used organic food in last 6 months	693	27.9%	142
Health (Adults)			
Exercise at home 2+ times per week	2,107	38.3%	135
Exercise at club 2+ times per week	1,192	21.7%	167
Visited a doctor in last 12 months	4,497	81.8%	108
Used vitamin/dietary supplement in last 6 months	3,348	60.9%	115
Home (Households)			
Any home improvement in last 12 months	935	37.6%	140
Used housekeeper/maid/professional HH cleaning service in last 12	581	23.4%	178
Purchased low ticket HH furnishings in last 12 months	497	20.0%	125
Purchased big ticket HH furnishings in last 12 months	667	26.9%	128
Bought any small kitchen appliance in last 12 months	646	26.0%	117
Bought any large kitchen appliance in last 12 months	450	18.1%	142
Insurance (Adults/Households)			
Currently carry life insurance	2,978	54.2%	127
Carry medical/hospital/accident insurance	4,079	74.2%	113
Carry homeowner insurance	3,471	63.1%	134
Carry renter's insurance	472	8.6%	105
Have auto insurance: 1 vehicle in household covered	407	16.4%	53
Have auto insurance: 2 vehicles in household covered	1,052	42.4%	149
Have auto insurance: 3+ vehicles in household covered	810	32.6%	149
Pets (Households)			
Household owns any pet	1,507	60.7%	113
Household owns any cat	484	19.5%	87
Household owns any dog	1,214	48.9%	120
Psychographics (Adults)			
Buying American is important to me	2,147	39.1%	92
Usually buy items on credit rather than wait	693	12.6%	107
Usually buy based on quality - not price	1,025	18.6%	104
Price is usually more important than brand name	1,378	25.1%	96
Usually use coupons for brands I buy often	958	17.4%	92
Am interested in how to help the environment	832	15.1%	93
Usually pay more for environ safe product	666	12.1%	95
Usually value green products over convenience	474	8.6%	82
Likely to buy a brand that supports a charity	1,860	33.8%	97
Reading (Adults)			
Bought digital book in last 12 months	1,255	22.8%	173
Bought hardcover book in last 12 months	1,460	26.6%	127
Bought paperback book in last 12 month	2,116	38.5%	123
Read any daily newspaper (paper version)	1,292	23.5%	90
Read any digital newspaper in last 30 days	2,610	47.5%	143
Read any magazine (paper/electronic version) in last 6 months	5,280	96.0%	106

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,718	85.8%	115
Went to family restaurant/steak house: 4+ times a month	1,845	33.6%	122
Went to fast food/drive-in restaurant in last 6 months	5,126	93.2%	104
Went to fast food/drive-in restaurant 9+ times/mo	2,410	43.8%	111
Fast food/drive-in last 6 months: eat in	2,362	43.0%	118
Fast food/drive-in last 6 months: home delivery	453	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	3,088	56.2%	121
Fast food/drive-in last 6 months: take-out/walk-in	1,227	22.3%	115
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,907	52.9%	167
Own e-reader/tablet: iPad	1,794	32.6%	213
Own any portable MP3 player	2,460	44.7%	145
HH owns 1 TV	267	10.7%	53
HH owns 2 TVs	591	23.8%	92
HH owns 3 TVs	626	25.2%	118
HH owns 4+ TVs	753	30.3%	160
HH subscribes to cable TV	1,122	45.2%	91
HH subscribes to fiber optic	431	17.4%	228
HH has satellite dish	767	30.9%	122
HH owns DVD/Blu-ray player	1,786	71.9%	119
HH owns camcorder	613	24.7%	177
HH owns portable GPS navigation device	1,008	40.6%	148
HH purchased video game system in last 12 mos	248	10.0%	126
HH owns Internet video device for TV	334	13.4%	191
Travel (Adults)			
Domestic travel in last 12 months	3,945	71.8%	143
Took 3+ domestic non-business trips in last 12 months	927	16.9%	152
Spent on domestic vacations in last 12 months: <\$1,000	655	11.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	512	9.3%	160
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	300	5.5%	153
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	373	6.8%	174
Spent on domestic vacations in last 12 months: \$3,000+	634	11.5%	209
Domestic travel in the 12 months: used general travel website	666	12.1%	179
Foreign travel in last 3 years	2,278	41.4%	172
Took 3+ foreign trips by plane in last 3 years	521	9.5%	211
Spent on foreign vacations in last 12 months: <\$1,000	392	7.1%	171
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	265	4.8%	148
Spent on foreign vacations in last 12 months: \$3,000+	613	11.1%	225
Foreign travel in last 3 years: used general travel website	616	11.2%	201
Nights spent in hotel/motel in last 12 months: any	3,383	61.5%	152
Took cruise of more than one day in last 3 years	876	15.9%	190
Member of any frequent flyer program	2,076	37.8%	231
Member of any hotel rewards program	1,660	30.2%	214

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.



Retail Market Potential

119th & IL 59
11860 S Route 59, Plainfield, Illinois, 60585
Ring: 3 mile radius

Prepared by Esri
Latitude: 41.66622
Longitude: -88.20410

Demographic Summary	2016	2021
Population	52,124	54,189
Population 18+	34,509	36,606
Households	14,904	15,448
Median Household Income	\$129,438	\$138,860

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	18,049	52.3%	111
Bought any women's clothing in last 12 months	17,072	49.5%	113
Bought clothing for child <13 years in last 6 months	11,587	33.6%	122
Bought any shoes in last 12 months	21,565	62.5%	116
Bought costume jewelry in last 12 months	8,145	23.6%	121
Bought any fine jewelry in last 12 months	7,208	20.9%	114
Bought a watch in last 12 months	4,881	14.1%	128
Automobiles (Households)			
HH owns/leases any vehicle	14,133	94.8%	111
HH bought/leased new vehicle last 12 mo	2,834	19.0%	202
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	32,597	94.5%	111
Bought/changed motor oil in last 12 months	15,996	46.4%	94
Had tune-up in last 12 months	11,994	34.8%	115
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,632	71.4%	109
Drank regular cola in last 6 months	12,647	36.6%	82
Drank beer/ale in last 6 months	17,018	49.3%	116
Cameras (Adults)			
Own digital point & shoot camera	13,676	39.6%	136
Own digital single-lens reflex (SLR) camera	5,002	14.5%	168
Bought any camera in last 12 months	2,332	6.8%	119
Printed digital photos in last 12 months	1,112	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	13,580	39.4%	109
Have a smartphone	26,853	77.8%	132
Have a smartphone: Android phone (any brand)	8,631	25.0%	93
Have a smartphone: Apple iPhone	15,840	45.9%	178
Number of cell phones in household: 1	1,955	13.1%	41
Number of cell phones in household: 2	6,451	43.3%	116
Number of cell phones in household: 3+	6,416	43.0%	169
HH has cell phone only (no landline telephone)	4,065	27.3%	65
Computers (Households)			
HH owns a computer	13,955	93.6%	122
HH owns desktop computer	8,990	60.3%	133
HH owns laptop/notebook	10,391	69.7%	129
HH owns any Apple/Mac brand computer	4,158	27.9%	186
HH owns any PC/non-Apple brand computer	11,850	79.5%	117
HH purchased most recent computer in a store	7,089	47.6%	126
HH purchased most recent computer online	2,853	19.1%	146
Spent <\$500 on most recent home computer	1,834	12.3%	85
Spent \$500-\$999 on most recent home computer	3,646	24.5%	128
Spent \$1,000-\$1,499 on most recent home computer	2,237	15.0%	159
Spent \$1,500-\$1,999 on most recent home computer	1,120	7.5%	165
Spent \$2,000+ on most recent home computer	1,017	6.8%	174

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	19,462	56.4%	111
Bought brewed coffee at convenience store in last 30 days	5,622	16.3%	104
Bought cigarettes at convenience store in last 30 days	2,273	6.6%	53
Bought gas at convenience store in last 30 days	10,870	31.5%	95
Spent at convenience store in last 30 days: <\$20	3,790	11.0%	136
Spent at convenience store in last 30 days: \$20-\$39	3,405	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	2,606	7.6%	99
Spent at convenience store in last 30 days: \$51-\$99	1,277	3.7%	84
Spent at convenience store in last 30 days: \$100+	6,839	19.8%	86
Entertainment (Adults)			
Attended a movie in last 6 months	24,702	71.6%	120
Went to live theater in last 12 months	6,177	17.9%	138
Went to a bar/night club in last 12 months	6,795	19.7%	118
Dined out in last 12 months	20,635	59.8%	133
Gambled at a casino in last 12 months	5,661	16.4%	120
Visited a theme park in last 12 months	8,834	25.6%	145
Viewed movie (video-on-demand) in last 30 days	9,738	28.2%	166
Viewed TV show (video-on-demand) in last 30 days	6,998	20.3%	157
Watched any pay-per-view TV in last 12 months	5,992	17.4%	132
Downloaded a movie over the Internet in last 30 days	3,135	9.1%	126
Downloaded any individual song in last 6 months	9,321	27.0%	132
Watched a movie online in the last 30 days	5,730	16.6%	104
Watched a TV program online in last 30 days	6,628	19.2%	128
Played a video/electronic game (console) in last 12 months	3,097	9.0%	86
Played a video/electronic game (portable) in last 12 months	1,348	3.9%	86
Financial (Adults)			
Have home mortgage (1st)	17,586	51.0%	164
Used ATM/cash machine in last 12 months	21,722	62.9%	128
Own any stock	4,919	14.3%	186
Own U.S. savings bond	2,754	8.0%	151
Own shares in mutual fund (stock)	5,011	14.5%	200
Own shares in mutual fund (bonds)	3,469	10.1%	207
Have interest checking account	14,157	41.0%	146
Have non-interest checking account	10,386	30.1%	106
Have savings account	23,363	67.7%	125
Have 401K retirement savings plan	8,662	25.1%	173
Own/used any credit/debit card in last 12 months	29,683	86.0%	115
Avg monthly credit card expenditures: <\$111	3,453	10.0%	86
Avg monthly credit card expenditures: \$111-\$225	2,393	6.9%	101
Avg monthly credit card expenditures: \$226-\$450	2,616	7.6%	120
Avg monthly credit card expenditures: \$451-\$700	2,680	7.8%	146
Avg monthly credit card expenditures: \$701-\$1,000	2,540	7.4%	171
Avg monthly credit card expenditures: \$1,001+	7,127	20.7%	228
Did banking online in last 12 months	18,661	54.1%	151
Did banking on mobile device in last 12 months	7,342	21.3%	152
Paid bills online in last 12 months	20,283	58.8%	137

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,973	73.6%	106
Used bread in last 6 months	14,188	95.2%	101
Used chicken (fresh or frozen) in last 6 months	11,251	75.5%	109
Used turkey (fresh or frozen) in last 6 months	2,700	18.1%	114
Used fish/seafood (fresh or frozen) in last 6 months	8,657	58.1%	106
Used fresh fruit/vegetables in last 6 months	13,460	90.3%	105
Used fresh milk in last 6 months	13,646	91.6%	104
Used organic food in last 6 months	4,017	27.0%	137
Health (Adults)			
Exercise at home 2+ times per week	13,144	38.1%	134
Exercise at club 2+ times per week	7,458	21.6%	166
Visited a doctor in last 12 months	28,460	82.5%	109
Used vitamin/dietary supplement in last 6 months	21,154	61.3%	116
Home (Households)			
Any home improvement in last 12 months	5,838	39.2%	146
Used housekeeper/maid/professional HH cleaning service in last 12	3,524	23.6%	180
Purchased low ticket HH furnishings in last 12 months	3,063	20.6%	128
Purchased big ticket HH furnishings in last 12 months	3,952	26.5%	127
Bought any small kitchen appliance in last 12 months	3,891	26.1%	118
Bought any large kitchen appliance in last 12 months	2,668	17.9%	141
Insurance (Adults/Households)			
Currently carry life insurance	18,833	54.6%	128
Carry medical/hospital/accident insurance	25,637	74.3%	113
Carry homeowner insurance	22,164	64.2%	136
Carry renter's insurance	2,747	8.0%	98
Have auto insurance: 1 vehicle in household covered	2,369	15.9%	52
Have auto insurance: 2 vehicles in household covered	6,073	40.7%	143
Have auto insurance: 3+ vehicles in household covered	5,136	34.5%	158
Pets (Households)			
Household owns any pet	9,247	62.0%	115
Household owns any cat	3,062	20.5%	92
Household owns any dog	7,331	49.2%	121
Psychographics (Adults)			
Buying American is important to me	13,555	39.3%	93
Usually buy items on credit rather than wait	4,268	12.4%	105
Usually buy based on quality - not price	6,437	18.7%	104
Price is usually more important than brand name	8,455	24.5%	93
Usually use coupons for brands I buy often	6,070	17.6%	93
Am interested in how to help the environment	5,095	14.8%	91
Usually pay more for environ safe product	4,145	12.0%	94
Usually value green products over convenience	2,880	8.3%	79
Likely to buy a brand that supports a charity	11,524	33.4%	96
Reading (Adults)			
Bought digital book in last 12 months	7,830	22.7%	172
Bought hardcover book in last 12 months	9,120	26.4%	126
Bought paperback book in last 12 month	13,181	38.2%	122
Read any daily newspaper (paper version)	8,679	25.1%	96
Read any digital newspaper in last 30 days	16,368	47.4%	142
Read any magazine (paper/electronic version) in last 6 months	33,246	96.3%	106

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	29,506	85.5%	115
Went to family restaurant/steak house: 4+ times a month	11,536	33.4%	122
Went to fast food/drive-in restaurant in last 6 months	32,097	93.0%	103
Went to fast food/drive-in restaurant 9+ times/mo	14,868	43.1%	109
Fast food/drive-in last 6 months: eat in	14,859	43.1%	118
Fast food/drive-in last 6 months: home delivery	2,625	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	19,041	55.2%	119
Fast food/drive-in last 6 months: take-out/walk-in	7,599	22.0%	113
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	17,770	51.5%	162
Own e-reader/tablet: iPad	10,896	31.6%	206
Own any portable MP3 player	15,440	44.7%	145
HH owns 1 TV	1,611	10.8%	53
HH owns 2 TVs	3,528	23.7%	91
HH owns 3 TVs	3,709	24.9%	116
HH owns 4+ TVs	4,560	30.6%	162
HH subscribes to cable TV	7,002	47.0%	95
HH subscribes to fiber optic	2,574	17.3%	227
HH has satellite dish	4,371	29.3%	115
HH owns DVD/Blu-ray player	10,748	72.1%	119
HH owns camcorder	3,753	25.2%	180
HH owns portable GPS navigation device	6,225	41.8%	152
HH purchased video game system in last 12 mos	1,429	9.6%	121
HH owns Internet video device for TV	1,877	12.6%	179
Travel (Adults)			
Domestic travel in last 12 months	24,795	71.9%	143
Took 3+ domestic non-business trips in last 12 months	6,153	17.8%	161
Spent on domestic vacations in last 12 months: <\$1,000	4,098	11.9%	111
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,176	9.2%	158
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,882	5.5%	153
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,539	7.4%	189
Spent on domestic vacations in last 12 months: \$3,000+	4,137	12.0%	218
Domestic travel in the 12 months: used general travel website	4,211	12.2%	180
Foreign travel in last 3 years	14,274	41.4%	171
Took 3+ foreign trips by plane in last 3 years	3,167	9.2%	204
Spent on foreign vacations in last 12 months: <\$1,000	2,459	7.1%	171
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,637	4.7%	145
Spent on foreign vacations in last 12 months: \$3,000+	3,855	11.2%	225
Foreign travel in last 3 years: used general travel website	3,758	10.9%	195
Nights spent in hotel/motel in last 12 months: any	21,357	61.9%	152
Took cruise of more than one day in last 3 years	5,559	16.1%	192
Member of any frequent flyer program	12,913	37.4%	229
Member of any hotel rewards program	10,461	30.3%	215

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Demographic Summary		2016	2021
Population		163,100	167,937
Population 18+		111,961	117,452
Households		49,735	51,013
Median Household Income		\$107,630	\$116,732

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	57,483	51.3%	109
Bought any women's clothing in last 12 months	54,018	48.2%	110
Bought clothing for child <13 years in last 6 months	37,672	33.6%	122
Bought any shoes in last 12 months	68,175	60.9%	113
Bought costume jewelry in last 12 months	25,396	22.7%	116
Bought any fine jewelry in last 12 months	22,341	20.0%	109
Bought a watch in last 12 months	15,235	13.6%	124
Automobiles (Households)			
HH owns/leases any vehicle	46,727	94.0%	110
HH bought/leased new vehicle last 12 mo	8,263	16.6%	177
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	104,590	93.4%	110
Bought/changed motor oil in last 12 months	53,228	47.5%	97
Had tune-up in last 12 months	38,253	34.2%	113
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	78,687	70.3%	107
Drank regular cola in last 6 months	43,112	38.5%	86
Drank beer/ale in last 6 months	53,224	47.5%	112
Cameras (Adults)			
Own digital point & shoot camera	42,218	37.7%	129
Own digital single-lens reflex (SLR) camera	14,911	13.3%	154
Bought any camera in last 12 months	7,507	6.7%	118
Printed digital photos in last 12 months	3,651	3.3%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	43,290	38.7%	107
Have a smartphone	84,032	75.1%	128
Have a smartphone: Android phone (any brand)	29,212	26.1%	97
Have a smartphone: Apple iPhone	47,298	42.2%	163
Number of cell phones in household: 1	8,217	16.5%	51
Number of cell phones in household: 2	21,145	42.5%	114
Number of cell phones in household: 3+	19,734	39.7%	156
HH has cell phone only (no landline telephone)	15,784	31.7%	76
Computers (Households)			
HH owns a computer	45,408	91.3%	119
HH owns desktop computer	29,034	58.4%	129
HH owns laptop/notebook	33,576	67.5%	124
HH owns any Apple/Mac brand computer	12,106	24.3%	162
HH owns any PC/non-Apple brand computer	39,332	79.1%	116
HH purchased most recent computer in a store	22,934	46.1%	123
HH purchased most recent computer online	9,164	18.4%	141
Spent <\$500 on most recent home computer	6,640	13.4%	92
Spent \$500-\$999 on most recent home computer	12,031	24.2%	127
Spent \$1,000-\$1,499 on most recent home computer	6,774	13.6%	144
Spent \$1,500-\$1,999 on most recent home computer	3,357	6.7%	148
Spent \$2,000+ on most recent home computer	2,980	6.0%	153

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	62,201	55.6%	109
Bought brewed coffee at convenience store in last 30 days	17,725	15.8%	101
Bought cigarettes at convenience store in last 30 days	8,230	7.4%	59
Bought gas at convenience store in last 30 days	36,396	32.5%	98
Spent at convenience store in last 30 days: <\$20	11,783	10.5%	130
Spent at convenience store in last 30 days: \$20-\$39	10,750	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	8,570	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	4,398	3.9%	89
Spent at convenience store in last 30 days: \$100+	22,751	20.3%	89
Entertainment (Adults)			
Attended a movie in last 6 months	78,390	70.0%	118
Went to live theater in last 12 months	18,287	16.3%	126
Went to a bar/night club in last 12 months	21,000	18.8%	112
Dined out in last 12 months	63,575	56.8%	127
Gambled at a casino in last 12 months	18,208	16.3%	119
Visited a theme park in last 12 months	28,386	25.4%	144
Viewed movie (video-on-demand) in last 30 days	29,130	26.0%	153
Viewed TV show (video-on-demand) in last 30 days	20,507	18.3%	142
Watched any pay-per-view TV in last 12 months	19,135	17.1%	130
Downloaded a movie over the Internet in last 30 days	9,796	8.7%	122
Downloaded any individual song in last 6 months	29,149	26.0%	128
Watched a movie online in the last 30 days	19,031	17.0%	106
Watched a TV program online in last 30 days	20,397	18.2%	122
Played a video/electronic game (console) in last 12 months	10,832	9.7%	93
Played a video/electronic game (portable) in last 12 months	4,780	4.3%	94
Financial (Adults)			
Have home mortgage (1st)	54,214	48.4%	156
Used ATM/cash machine in last 12 months	67,543	60.3%	123
Own any stock	14,009	12.5%	164
Own U.S. savings bond	8,058	7.2%	136
Own shares in mutual fund (stock)	13,846	12.4%	170
Own shares in mutual fund (bonds)	9,631	8.6%	177
Have interest checking account	42,997	38.4%	136
Have non-interest checking account	33,644	30.0%	106
Have savings account	73,910	66.0%	122
Have 401K retirement savings plan	25,570	22.8%	157
Own/used any credit/debit card in last 12 months	94,572	84.5%	113
Avg monthly credit card expenditures: <\$111	12,134	10.8%	93
Avg monthly credit card expenditures: \$111-\$225	8,291	7.4%	108
Avg monthly credit card expenditures: \$226-\$450	7,932	7.1%	112
Avg monthly credit card expenditures: \$451-\$700	8,181	7.3%	137
Avg monthly credit card expenditures: \$701-\$1,000	7,527	6.7%	156
Avg monthly credit card expenditures: \$1,001+	19,652	17.6%	193
Did banking online in last 12 months	57,546	51.4%	144
Did banking on mobile device in last 12 months	23,638	21.1%	151
Paid bills online in last 12 months	63,951	57.1%	133

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	36,057	72.5%	104
Used bread in last 6 months	47,356	95.2%	101
Used chicken (fresh or frozen) in last 6 months	36,942	74.3%	108
Used turkey (fresh or frozen) in last 6 months	8,460	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	28,396	57.1%	105
Used fresh fruit/vegetables in last 6 months	44,448	89.4%	104
Used fresh milk in last 6 months	45,124	90.7%	103
Used organic food in last 6 months	12,566	25.3%	128
Health (Adults)			
Exercise at home 2+ times per week	41,204	36.8%	130
Exercise at club 2+ times per week	22,260	19.9%	153
Visited a doctor in last 12 months	90,560	80.9%	107
Used vitamin/dietary supplement in last 6 months	66,458	59.4%	112
Home (Households)			
Any home improvement in last 12 months	18,145	36.5%	136
Used housekeeper/maid/professional HH cleaning service in last 12	10,422	21.0%	159
Purchased low ticket HH furnishings in last 12 months	9,818	19.7%	123
Purchased big ticket HH furnishings in last 12 months	12,843	25.8%	124
Bought any small kitchen appliance in last 12 months	12,560	25.3%	114
Bought any large kitchen appliance in last 12 months	8,273	16.6%	131
Insurance (Adults/Households)			
Currently carry life insurance	58,983	52.7%	123
Carry medical/hospital/accident insurance	82,088	73.3%	112
Carry homeowner insurance	68,778	61.4%	131
Carry renter's insurance	9,399	8.4%	103
Have auto insurance: 1 vehicle in household covered	9,648	19.4%	63
Have auto insurance: 2 vehicles in household covered	19,570	39.3%	138
Have auto insurance: 3+ vehicles in household covered	15,679	31.5%	144
Pets (Households)			
Household owns any pet	29,957	60.2%	112
Household owns any cat	10,124	20.4%	91
Household owns any dog	23,937	48.1%	118
Psychographics (Adults)			
Buying American is important to me	44,360	39.6%	94
Usually buy items on credit rather than wait	13,485	12.0%	103
Usually buy based on quality - not price	20,706	18.5%	103
Price is usually more important than brand name	28,094	25.1%	96
Usually use coupons for brands I buy often	19,906	17.8%	94
Am interested in how to help the environment	16,828	15.0%	92
Usually pay more for environ safe product	13,668	12.2%	96
Usually value green products over convenience	9,865	8.8%	84
Likely to buy a brand that supports a charity	38,344	34.2%	98
Reading (Adults)			
Bought digital book in last 12 months	23,674	21.1%	160
Bought hardcover book in last 12 months	28,585	25.5%	122
Bought paperback book in last 12 month	41,033	36.6%	117
Read any daily newspaper (paper version)	26,605	23.8%	91
Read any digital newspaper in last 30 days	50,037	44.7%	134
Read any magazine (paper/electronic version) in last 6 months	106,488	95.1%	105

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.



Retail Market Potential

119th & IL 59
 11860 S Route 59, Plainfield, Illinois, 60585
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.66622
 Longitude: -88.20410

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	94,132	84.1%	113
Went to family restaurant/steak house: 4+ times a month	36,434	32.5%	118
Went to fast food/drive-in restaurant in last 6 months	103,738	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	48,575	43.4%	110
Fast food/drive-in last 6 months: eat in	46,651	41.7%	115
Fast food/drive-in last 6 months: home delivery	9,097	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	60,898	54.4%	117
Fast food/drive-in last 6 months: take-out/walk-in	24,275	21.7%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	54,934	49.1%	155
Own e-reader/tablet: iPad	32,437	29.0%	189
Own any portable MP3 player	47,550	42.5%	138
HH owns 1 TV	6,121	12.3%	60
HH owns 2 TVs	11,988	24.1%	93
HH owns 3 TVs	12,219	24.6%	115
HH owns 4+ TVs	14,130	28.4%	150
HH subscribes to cable TV	23,712	47.7%	96
HH subscribes to fiber optic	7,438	15.0%	197
HH has satellite dish	14,467	29.1%	115
HH owns DVD/Blu-ray player	34,845	70.1%	116
HH owns camcorder	11,342	22.8%	163
HH owns portable GPS navigation device	19,227	38.7%	141
HH purchased video game system in last 12 mos	4,688	9.4%	119
HH owns Internet video device for TV	6,019	12.1%	172
Travel (Adults)			
Domestic travel in last 12 months	76,267	68.1%	136
Took 3+ domestic non-business trips in last 12 months	18,136	16.2%	146
Spent on domestic vacations in last 12 months: <\$1,000	13,535	12.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,614	8.6%	147
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,844	5.2%	146
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	7,175	6.4%	164
Spent on domestic vacations in last 12 months: \$3,000+	11,650	10.4%	189
Domestic travel in the 12 months: used general travel website	12,538	11.2%	165
Foreign travel in last 3 years	42,287	37.8%	157
Took 3+ foreign trips by plane in last 3 years	9,111	8.1%	181
Spent on foreign vacations in last 12 months: <\$1,000	7,493	6.7%	161
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,947	4.4%	136
Spent on foreign vacations in last 12 months: \$3,000+	10,693	9.6%	192
Foreign travel in last 3 years: used general travel website	10,830	9.7%	173
Nights spent in hotel/motel in last 12 months: any	64,856	57.9%	143
Took cruise of more than one day in last 3 years	16,183	14.5%	172
Member of any frequent flyer program	37,101	33.1%	203
Member of any hotel rewards program	30,210	27.0%	191

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.