



# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 41.63713  
 Longitude: -88.20311

Demographic Summary		2016	2021
Population		17,024	17,682
Population 18+		11,307	11,974
Households		5,090	5,272
Median Household Income		\$110,787	\$120,097

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	5,847	51.7%	109
Bought any women's clothing in last 12 months	5,399	47.7%	109
Bought clothing for child <13 years in last 6 months	3,927	34.7%	126
Bought any shoes in last 12 months	6,852	60.6%	112
Bought costume jewelry in last 12 months	2,504	22.1%	113
Bought any fine jewelry in last 12 months	2,231	19.7%	108
Bought a watch in last 12 months	1,610	14.2%	129
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	4,799	94.3%	110
HH bought/leased new vehicle last 12 mo	860	16.9%	180
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	10,649	94.2%	111
Bought/changed motor oil in last 12 months	5,359	47.4%	97
Had tune-up in last 12 months	3,910	34.6%	115
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	7,929	70.1%	107
Drank regular cola in last 6 months	4,385	38.8%	86
Drank beer/ale in last 6 months	5,516	48.8%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	4,310	38.1%	131
Own digital single-lens reflex (SLR) camera	1,610	14.2%	165
Bought any camera in last 12 months	763	6.7%	118
Printed digital photos in last 12 months	387	3.4%	117
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,333	38.3%	106
Have a smartphone	8,634	76.4%	130
Have a smartphone: Android phone (any brand)	2,996	26.5%	98
Have a smartphone: Apple iPhone	4,867	43.0%	167
Number of cell phones in household: 1	775	15.2%	47
Number of cell phones in household: 2	2,212	43.5%	116
Number of cell phones in household: 3+	2,057	40.4%	159
HH has cell phone only (no landline telephone)	1,599	31.4%	75
<b>Computers (Households)</b>			
HH owns a computer	4,679	91.9%	120
HH owns desktop computer	3,026	59.4%	131
HH owns laptop/notebook	3,462	68.0%	125
HH owns any Apple/Mac brand computer	1,274	25.0%	166
HH owns any PC/non-Apple brand computer	4,057	79.7%	117
HH purchased most recent computer in a store	2,349	46.1%	123
HH purchased most recent computer online	960	18.9%	144
Spent <\$500 on most recent home computer	674	13.2%	91
Spent \$500-\$999 on most recent home computer	1,251	24.6%	129
Spent \$1,000-\$1,499 on most recent home computer	689	13.5%	143
Spent \$1,500-\$1,999 on most recent home computer	342	6.7%	147
Spent \$2,000+ on most recent home computer	321	6.3%	161

**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.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	6,240	55.2%	109
Bought brewed coffee at convenience store in last 30 days	1,751	15.5%	99
Bought cigarettes at convenience store in last 30 days	825	7.3%	58
Bought gas at convenience store in last 30 days	3,660	32.4%	98
Spent at convenience store in last 30 days: <\$20	1,236	10.9%	135
Spent at convenience store in last 30 days: \$20-\$39	1,066	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	834	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	435	3.8%	87
Spent at convenience store in last 30 days: \$100+	2,301	20.4%	89
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	7,951	70.3%	118
Went to live theater in last 12 months	1,816	16.1%	124
Went to a bar/night club in last 12 months	2,091	18.5%	111
Dined out in last 12 months	6,465	57.2%	127
Gambled at a casino in last 12 months	1,818	16.1%	117
Visited a theme park in last 12 months	2,889	25.6%	145
Viewed movie (video-on-demand) in last 30 days	3,074	27.2%	160
Viewed TV show (video-on-demand) in last 30 days	2,076	18.4%	142
Watched any pay-per-view TV in last 12 months	1,982	17.5%	133
Downloaded a movie over the Internet in last 30 days	1,012	9.0%	125
Downloaded any individual song in last 6 months	2,968	26.2%	129
Watched a movie online in the last 30 days	1,965	17.4%	109
Watched a TV program online in last 30 days	2,099	18.6%	124
Played a video/electronic game (console) in last 12 months	1,067	9.4%	90
Played a video/electronic game (portable) in last 12 months	501	4.4%	97
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,631	49.8%	160
Used ATM/cash machine in last 12 months	6,868	60.7%	124
Own any stock	1,468	13.0%	170
Own U.S. savings bond	804	7.1%	134
Own shares in mutual fund (stock)	1,390	12.3%	169
Own shares in mutual fund (bonds)	933	8.3%	170
Have interest checking account	4,434	39.2%	139
Have non-interest checking account	3,400	30.1%	106
Have savings account	7,563	66.9%	124
Have 401K retirement savings plan	2,642	23.4%	161
Own/used any credit/debit card in last 12 months	9,627	85.1%	114
Avg monthly credit card expenditures: <\$111	1,224	10.8%	93
Avg monthly credit card expenditures: \$111-\$225	900	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	748	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	845	7.5%	140
Avg monthly credit card expenditures: \$701-\$1,000	781	6.9%	160
Avg monthly credit card expenditures: \$1,001+	2,043	18.1%	199
Did banking online in last 12 months	5,951	52.6%	147
Did banking on mobile device in last 12 months	2,430	21.5%	153
Paid bills online in last 12 months	6,620	58.5%	136

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,694	72.6%	104
Used bread in last 6 months	4,863	95.5%	102
Used chicken (fresh or frozen) in last 6 months	3,812	74.9%	109
Used turkey (fresh or frozen) in last 6 months	862	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	2,923	57.4%	105
Used fresh fruit/vegetables in last 6 months	4,553	89.4%	104
Used fresh milk in last 6 months	4,632	91.0%	103
Used organic food in last 6 months	1,359	26.7%	136
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,259	37.7%	133
Exercise at club 2+ times per week	2,338	20.7%	159
Visited a doctor in last 12 months	9,201	81.4%	107
Used vitamin/dietary supplement in last 6 months	6,720	59.4%	112
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,837	36.1%	135
Used housekeeper/maid/professional HH cleaning service in last 12	1,078	21.2%	161
Purchased low ticket HH furnishings in last 12 months	996	19.6%	122
Purchased big ticket HH furnishings in last 12 months	1,337	26.3%	126
Bought any small kitchen appliance in last 12 months	1,294	25.4%	115
Bought any large kitchen appliance in last 12 months	891	17.5%	138
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	6,058	53.6%	126
Carry medical/hospital/accident insurance	8,356	73.9%	113
Carry homeowner insurance	7,013	62.0%	132
Carry renter's insurance	1,011	8.9%	110
Have auto insurance: 1 vehicle in household covered	947	18.6%	60
Have auto insurance: 2 vehicles in household covered	2,109	41.4%	145
Have auto insurance: 3+ vehicles in household covered	1,591	31.3%	143
<b>Pets (Households)</b>			
Household owns any pet	3,065	60.2%	112
Household owns any cat	1,034	20.3%	91
Household owns any dog	2,477	48.7%	119
<b>Psychographics (Adults)</b>			
Buying American is important to me	4,514	39.9%	94
Usually buy items on credit rather than wait	1,384	12.2%	104
Usually buy based on quality - not price	2,058	18.2%	101
Price is usually more important than brand name	2,869	25.4%	97
Usually use coupons for brands I buy often	1,996	17.7%	93
Am interested in how to help the environment	1,739	15.4%	94
Usually pay more for environ safe product	1,341	11.9%	93
Usually value green products over convenience	993	8.8%	84
Likely to buy a brand that supports a charity	3,917	34.6%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,438	21.6%	163
Bought hardcover book in last 12 months	2,959	26.2%	125
Bought paperback book in last 12 month	4,329	38.3%	122
Read any daily newspaper (paper version)	2,634	23.3%	89
Read any digital newspaper in last 30 days	5,133	45.4%	136
Read any magazine (paper/electronic version) in last 6 months	10,759	95.2%	105

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	9,607	85.0%	114
Went to family restaurant/steak house: 4+ times a month	3,746	33.1%	121
Went to fast food/drive-in restaurant in last 6 months	10,530	93.1%	104
Went to fast food/drive-in restaurant 9+ times/mo	4,970	44.0%	111
Fast food/drive-in last 6 months: eat in	4,713	41.7%	115
Fast food/drive-in last 6 months: home delivery	985	8.7%	114
Fast food/drive-in last 6 months: take-out/drive-thru	6,324	55.9%	121
Fast food/drive-in last 6 months: take-out/walk-in	2,555	22.6%	116
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	5,749	50.8%	160
Own e-reader/tablet: iPad	3,428	30.3%	198
Own any portable MP3 player	4,875	43.1%	140
HH owns 1 TV	588	11.6%	56
HH owns 2 TVs	1,225	24.1%	93
HH owns 3 TVs	1,297	25.5%	119
HH owns 4+ TVs	1,478	29.0%	154
HH subscribes to cable TV	2,340	46.0%	93
HH subscribes to fiber optic	798	15.7%	206
HH has satellite dish	1,556	30.6%	120
HH owns DVD/Blu-ray player	3,612	71.0%	117
HH owns camcorder	1,169	23.0%	164
HH owns portable GPS navigation device	1,975	38.8%	141
HH purchased video game system in last 12 mos	493	9.7%	122
HH owns Internet video device for TV	667	13.1%	186
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	7,872	69.6%	139
Took 3+ domestic non-business trips in last 12 months	1,764	15.6%	140
Spent on domestic vacations in last 12 months: <\$1,000	1,406	12.4%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,012	9.0%	153
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	611	5.4%	151
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	660	5.8%	150
Spent on domestic vacations in last 12 months: \$3,000+	1,170	10.3%	188
Domestic travel in the 12 months: used general travel website	1,241	11.0%	162
Foreign travel in last 3 years	4,359	38.6%	160
Took 3+ foreign trips by plane in last 3 years	985	8.7%	194
Spent on foreign vacations in last 12 months: <\$1,000	754	6.7%	160
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	522	4.6%	142
Spent on foreign vacations in last 12 months: \$3,000+	1,115	9.9%	199
Foreign travel in last 3 years: used general travel website	1,165	10.3%	184
Nights spent in hotel/motel in last 12 months: any	6,620	58.5%	144
Took cruise of more than one day in last 3 years	1,655	14.6%	175
Member of any frequent flyer program	3,880	34.3%	210
Member of any hotel rewards program	3,141	27.8%	197

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Demographic Summary		2016	2021
Population		74,621	78,199
Population 18+		50,210	53,704
Households		22,133	23,121
Median Household Income		\$116,219	\$125,559

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	26,093	52.0%	110
Bought any women's clothing in last 12 months	24,376	48.5%	111
Bought clothing for child <13 years in last 6 months	16,942	33.7%	122
Bought any shoes in last 12 months	30,780	61.3%	114
Bought costume jewelry in last 12 months	11,462	22.8%	117
Bought any fine jewelry in last 12 months	10,168	20.3%	110
Bought a watch in last 12 months	7,043	14.0%	127
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	20,899	94.4%	110
HH bought/leased new vehicle last 12 mo	3,907	17.7%	188
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	47,276	94.2%	111
Bought/changed motor oil in last 12 months	23,668	47.1%	96
Had tune-up in last 12 months	17,321	34.5%	114
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	35,368	70.4%	108
Drank regular cola in last 6 months	19,011	37.9%	84
Drank beer/ale in last 6 months	24,477	48.7%	114
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	19,446	38.7%	133
Own digital single-lens reflex (SLR) camera	7,085	14.1%	164
Bought any camera in last 12 months	3,377	6.7%	118
Printed digital photos in last 12 months	1,656	3.3%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	19,471	38.8%	107
Have a smartphone	38,257	76.2%	130
Have a smartphone: Android phone (any brand)	12,905	25.7%	95
Have a smartphone: Apple iPhone	21,938	43.7%	169
Number of cell phones in household: 1	3,299	14.9%	46
Number of cell phones in household: 2	9,541	43.1%	115
Number of cell phones in household: 3+	9,092	41.1%	161
HH has cell phone only (no landline telephone)	6,570	29.7%	71
<b>Computers (Households)</b>			
HH owns a computer	20,446	92.4%	120
HH owns desktop computer	13,164	59.5%	131
HH owns laptop/notebook	15,149	68.4%	126
HH owns any Apple/Mac brand computer	5,741	25.9%	173
HH owns any PC/non-Apple brand computer	17,573	79.4%	117
HH purchased most recent computer in a store	10,338	46.7%	124
HH purchased most recent computer online	4,159	18.8%	144
Spent <\$500 on most recent home computer	2,864	12.9%	89
Spent \$500-\$999 on most recent home computer	5,400	24.4%	128
Spent \$1,000-\$1,499 on most recent home computer	3,138	14.2%	150
Spent \$1,500-\$1,999 on most recent home computer	1,555	7.0%	154
Spent \$2,000+ on most recent home computer	1,423	6.4%	164

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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	28,017	55.8%	110
Bought brewed coffee at convenience store in last 30 days	8,017	16.0%	102
Bought cigarettes at convenience store in last 30 days	3,602	7.2%	57
Bought gas at convenience store in last 30 days	16,148	32.2%	97
Spent at convenience store in last 30 days: <\$20	5,435	10.8%	134
Spent at convenience store in last 30 days: \$20-\$39	4,851	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	3,757	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	1,923	3.8%	87
Spent at convenience store in last 30 days: \$100+	10,203	20.3%	89
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	35,435	70.6%	119
Went to live theater in last 12 months	8,525	17.0%	131
Went to a bar/night club in last 12 months	9,612	19.1%	115
Dined out in last 12 months	29,237	58.2%	130
Gambled at a casino in last 12 months	8,132	16.2%	118
Visited a theme park in last 12 months	12,691	25.3%	143
Viewed movie (video-on-demand) in last 30 days	13,659	27.2%	160
Viewed TV show (video-on-demand) in last 30 days	9,600	19.1%	148
Watched any pay-per-view TV in last 12 months	8,646	17.2%	131
Downloaded a movie over the Internet in last 30 days	4,453	8.9%	123
Downloaded any individual song in last 6 months	13,277	26.4%	130
Watched a movie online in the last 30 days	8,467	16.9%	105
Watched a TV program online in last 30 days	9,385	18.7%	125
Played a video/electronic game (console) in last 12 months	4,669	9.3%	89
Played a video/electronic game (portable) in last 12 months	2,091	4.2%	91
<b>Financial (Adults)</b>			
Have home mortgage (1st)	25,010	49.8%	160
Used ATM/cash machine in last 12 months	30,877	61.5%	125
Own any stock	6,748	13.4%	176
Own U.S. savings bond	3,811	7.6%	143
Own shares in mutual fund (stock)	6,670	13.3%	183
Own shares in mutual fund (bonds)	4,557	9.1%	187
Have interest checking account	20,015	39.9%	141
Have non-interest checking account	15,160	30.2%	107
Have savings account	33,664	67.0%	124
Have 401K retirement savings plan	12,025	23.9%	165
Own/used any credit/debit card in last 12 months	42,849	85.3%	115
Avg monthly credit card expenditures: <\$111	5,279	10.5%	91
Avg monthly credit card expenditures: \$111-\$225	3,718	7.4%	108
Avg monthly credit card expenditures: \$226-\$450	3,606	7.2%	113
Avg monthly credit card expenditures: \$451-\$700	3,793	7.6%	142
Avg monthly credit card expenditures: \$701-\$1,000	3,552	7.1%	164
Avg monthly credit card expenditures: \$1,001+	9,514	18.9%	209
Did banking online in last 12 months	26,498	52.8%	148
Did banking on mobile device in last 12 months	10,579	21.1%	150
Paid bills online in last 12 months	29,185	58.1%	135

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	16,180	73.1%	105
Used bread in last 6 months	21,099	95.3%	101
Used chicken (fresh or frozen) in last 6 months	16,583	74.9%	109
Used turkey (fresh or frozen) in last 6 months	3,877	17.5%	111
Used fish/seafood (fresh or frozen) in last 6 months	12,754	57.6%	106
Used fresh fruit/vegetables in last 6 months	19,877	89.8%	105
Used fresh milk in last 6 months	20,186	91.2%	104
Used organic food in last 6 months	5,826	26.3%	134
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	18,846	37.5%	132
Exercise at club 2+ times per week	10,448	20.8%	160
Visited a doctor in last 12 months	41,079	81.8%	108
Used vitamin/dietary supplement in last 6 months	30,217	60.2%	114
<b>Home (Households)</b>			
Any home improvement in last 12 months	8,302	37.5%	140
Used housekeeper/maid/professional HH cleaning service in last 12	4,876	22.0%	167
Purchased low ticket HH furnishings in last 12 months	4,427	20.0%	124
Purchased big ticket HH furnishings in last 12 months	5,796	26.2%	125
Bought any small kitchen appliance in last 12 months	5,669	25.6%	115
Bought any large kitchen appliance in last 12 months	3,869	17.5%	137
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	27,072	53.9%	126
Carry medical/hospital/accident insurance	37,123	73.9%	113
Carry homeowner insurance	31,594	62.9%	134
Carry renter's insurance	4,207	8.4%	103
Have auto insurance: 1 vehicle in household covered	3,927	17.7%	58
Have auto insurance: 2 vehicles in household covered	8,971	40.5%	142
Have auto insurance: 3+ vehicles in household covered	7,232	32.7%	150
<b>Pets (Households)</b>			
Household owns any pet	13,523	61.1%	114
Household owns any cat	4,582	20.7%	92
Household owns any dog	10,785	48.7%	120
<b>Psychographics (Adults)</b>			
Buying American is important to me	20,009	39.9%	94
Usually buy items on credit rather than wait	6,132	12.2%	104
Usually buy based on quality - not price	9,231	18.4%	102
Price is usually more important than brand name	12,487	24.9%	95
Usually use coupons for brands I buy often	8,913	17.8%	94
Am interested in how to help the environment	7,532	15.0%	92
Usually pay more for environ safe product	6,005	12.0%	94
Usually value green products over convenience	4,301	8.6%	81
Likely to buy a brand that supports a charity	17,080	34.0%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	10,933	21.8%	165
Bought hardcover book in last 12 months	13,130	26.2%	125
Bought paperback book in last 12 month	19,058	38.0%	121
Read any daily newspaper (paper version)	12,355	24.6%	94
Read any digital newspaper in last 30 days	23,094	46.0%	138
Read any magazine (paper/electronic version) in last 6 months	48,004	95.6%	105

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# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 41.63713  
 Longitude: -88.20311

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	42,652	84.9%	114
Went to family restaurant/steak house: 4+ times a month	16,634	33.1%	121
Went to fast food/drive-in restaurant in last 6 months	46,681	93.0%	103
Went to fast food/drive-in restaurant 9+ times/mo	21,784	43.4%	110
Fast food/drive-in last 6 months: eat in	21,196	42.2%	116
Fast food/drive-in last 6 months: home delivery	4,066	8.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	27,740	55.2%	119
Fast food/drive-in last 6 months: take-out/walk-in	11,090	22.1%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	25,250	50.3%	159
Own e-reader/tablet: iPad	15,165	30.2%	197
Own any portable MP3 player	21,846	43.5%	141
HH owns 1 TV	2,542	11.5%	56
HH owns 2 TVs	5,305	24.0%	92
HH owns 3 TVs	5,541	25.0%	117
HH owns 4+ TVs	6,517	29.4%	156
HH subscribes to cable TV	10,398	47.0%	95
HH subscribes to fiber optic	3,538	16.0%	210
HH has satellite dish	6,551	29.6%	117
HH owns DVD/Blu-ray player	15,753	71.2%	118
HH owns camcorder	5,251	23.7%	170
HH owns portable GPS navigation device	8,863	40.0%	146
HH purchased video game system in last 12 mos	2,090	9.4%	119
HH owns Internet video device for TV	2,772	12.5%	178
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	35,214	70.1%	140
Took 3+ domestic non-business trips in last 12 months	8,382	16.7%	150
Spent on domestic vacations in last 12 months: <\$1,000	6,107	12.2%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,490	8.9%	153
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,705	5.4%	151
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,322	6.6%	170
Spent on domestic vacations in last 12 months: \$3,000+	5,507	11.0%	199
Domestic travel in the 12 months: used general travel website	5,763	11.5%	170
Foreign travel in last 3 years	19,732	39.3%	163
Took 3+ foreign trips by plane in last 3 years	4,364	8.7%	193
Spent on foreign vacations in last 12 months: <\$1,000	3,407	6.8%	163
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,318	4.6%	142
Spent on foreign vacations in last 12 months: \$3,000+	5,149	10.3%	207
Foreign travel in last 3 years: used general travel website	5,188	10.3%	185
Nights spent in hotel/motel in last 12 months: any	29,972	59.7%	147
Took cruise of more than one day in last 3 years	7,583	15.1%	180
Member of any frequent flyer program	17,605	35.1%	215
Member of any hotel rewards program	14,314	28.5%	202

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# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Prepared by Esri  
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<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		261,490	268,027
Population 18+		182,206	189,484
Households		81,219	82,978
Median Household Income		\$97,046	\$106,582

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	92,400	50.7%	107
Bought any women's clothing in last 12 months	86,421	47.4%	108
Bought clothing for child <13 years in last 6 months	60,933	33.4%	121
Bought any shoes in last 12 months	108,653	59.6%	111
Bought costume jewelry in last 12 months	40,184	22.1%	113
Bought any fine jewelry in last 12 months	35,538	19.5%	106
Bought a watch in last 12 months	23,722	13.0%	118
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	75,710	93.2%	109
HH bought/leased new vehicle last 12 mo	11,988	14.8%	157
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	168,510	92.5%	109
Bought/changed motor oil in last 12 months	88,893	48.8%	99
Had tune-up in last 12 months	61,218	33.6%	111
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	126,523	69.4%	106
Drank regular cola in last 6 months	73,387	40.3%	90
Drank beer/ale in last 6 months	83,988	46.1%	108
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	65,706	36.1%	124
Own digital single-lens reflex (SLR) camera	22,142	12.2%	141
Bought any camera in last 12 months	12,018	6.6%	116
Printed digital photos in last 12 months	5,961	3.3%	112
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	70,671	38.8%	107
Have a smartphone	132,491	72.7%	124
Have a smartphone: Android phone (any brand)	49,596	27.2%	101
Have a smartphone: Apple iPhone	70,877	38.9%	151
Number of cell phones in household: 1	15,116	18.6%	58
Number of cell phones in household: 2	33,928	41.8%	112
Number of cell phones in household: 3+	30,723	37.8%	149
HH has cell phone only (no landline telephone)	28,738	35.4%	84
<b>Computers (Households)</b>			
HH owns a computer	72,670	89.5%	116
HH owns desktop computer	46,123	56.8%	125
HH owns laptop/notebook	53,435	65.8%	121
HH owns any Apple/Mac brand computer	17,441	21.5%	143
HH owns any PC/non-Apple brand computer	63,891	78.7%	116
HH purchased most recent computer in a store	36,736	45.2%	120
HH purchased most recent computer online	14,309	17.6%	135
Spent <\$500 on most recent home computer	11,536	14.2%	98
Spent \$500-\$999 on most recent home computer	19,403	23.9%	125
Spent \$1,000-\$1,499 on most recent home computer	10,260	12.6%	133
Spent \$1,500-\$1,999 on most recent home computer	4,986	6.1%	135
Spent \$2,000+ on most recent home computer	4,280	5.3%	134

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# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
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Prepared by Esri  
 Latitude: 41.63713  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	101,391	55.6%	110
Bought brewed coffee at convenience store in last 30 days	28,506	15.6%	100
Bought cigarettes at convenience store in last 30 days	15,268	8.4%	67
Bought gas at convenience store in last 30 days	61,511	33.8%	102
Spent at convenience store in last 30 days: <\$20	18,351	10.1%	124
Spent at convenience store in last 30 days: \$20-\$39	17,416	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	14,182	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	7,610	4.2%	94
Spent at convenience store in last 30 days: \$100+	38,657	21.2%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	124,716	68.4%	115
Went to live theater in last 12 months	27,571	15.1%	116
Went to a bar/night club in last 12 months	33,468	18.4%	110
Dined out in last 12 months	98,828	54.2%	121
Gambled at a casino in last 12 months	29,281	16.1%	117
Visited a theme park in last 12 months	45,447	24.9%	142
Viewed movie (video-on-demand) in last 30 days	43,945	24.1%	142
Viewed TV show (video-on-demand) in last 30 days	31,007	17.0%	132
Watched any pay-per-view TV in last 12 months	30,451	16.7%	127
Downloaded a movie over the Internet in last 30 days	15,232	8.4%	116
Downloaded any individual song in last 6 months	45,983	25.2%	124
Watched a movie online in the last 30 days	31,047	17.0%	107
Watched a TV program online in last 30 days	31,654	17.4%	116
Played a video/electronic game (console) in last 12 months	18,615	10.2%	98
Played a video/electronic game (portable) in last 12 months	8,275	4.5%	100
<b>Financial (Adults)</b>			
Have home mortgage (1st)	84,017	46.1%	148
Used ATM/cash machine in last 12 months	106,729	58.6%	119
Own any stock	20,022	11.0%	144
Own U.S. savings bond	11,997	6.6%	124
Own shares in mutual fund (stock)	19,428	10.7%	147
Own shares in mutual fund (bonds)	13,643	7.5%	154
Have interest checking account	65,849	36.1%	128
Have non-interest checking account	54,429	29.9%	106
Have savings account	117,419	64.4%	119
Have 401K retirement savings plan	38,584	21.2%	146
Own/used any credit/debit card in last 12 months	150,822	82.8%	111
Avg monthly credit card expenditures: <\$111	21,055	11.6%	100
Avg monthly credit card expenditures: \$111-\$225	13,866	7.6%	111
Avg monthly credit card expenditures: \$226-\$450	12,536	6.9%	109
Avg monthly credit card expenditures: \$451-\$700	12,586	6.9%	130
Avg monthly credit card expenditures: \$701-\$1,000	11,006	6.0%	140
Avg monthly credit card expenditures: \$1,001+	26,807	14.7%	162
Did banking online in last 12 months	89,346	49.0%	137
Did banking on mobile device in last 12 months	37,976	20.8%	149
Paid bills online in last 12 months	101,206	55.5%	129

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# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 41.63713  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	58,846	72.5%	104
Used bread in last 6 months	77,437	95.3%	101
Used chicken (fresh or frozen) in last 6 months	59,781	73.6%	107
Used turkey (fresh or frozen) in last 6 months	13,399	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	45,710	56.3%	103
Used fresh fruit/vegetables in last 6 months	72,016	88.7%	103
Used fresh milk in last 6 months	73,449	90.4%	103
Used organic food in last 6 months	18,973	23.4%	119
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	64,553	35.4%	125
Exercise at club 2+ times per week	33,289	18.3%	140
Visited a doctor in last 12 months	145,196	79.7%	105
Used vitamin/dietary supplement in last 6 months	104,982	57.6%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	28,424	35.0%	130
Used housekeeper/maid/professional HH cleaning service in last 12	14,926	18.4%	140
Purchased low ticket HH furnishings in last 12 months	15,763	19.4%	121
Purchased big ticket HH furnishings in last 12 months	20,414	25.1%	120
Bought any small kitchen appliance in last 12 months	20,044	24.7%	111
Bought any large kitchen appliance in last 12 months	12,868	15.8%	124
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	93,093	51.1%	120
Carry medical/hospital/accident insurance	131,231	72.0%	110
Carry homeowner insurance	107,849	59.2%	126
Carry renter's insurance	15,418	8.5%	104
Have auto insurance: 1 vehicle in household covered	17,459	21.5%	70
Have auto insurance: 2 vehicles in household covered	30,704	37.8%	133
Have auto insurance: 3+ vehicles in household covered	24,414	30.1%	138
<b>Pets (Households)</b>			
Household owns any pet	48,733	60.0%	112
Household owns any cat	16,951	20.9%	93
Household owns any dog	39,054	48.1%	118
<b>Psychographics (Adults)</b>			
Buying American is important to me	73,000	40.1%	95
Usually buy items on credit rather than wait	21,176	11.6%	99
Usually buy based on quality - not price	33,576	18.4%	103
Price is usually more important than brand name	46,054	25.3%	96
Usually use coupons for brands I buy often	32,684	17.9%	95
Am interested in how to help the environment	27,334	15.0%	92
Usually pay more for environ safe product	22,606	12.4%	97
Usually value green products over convenience	16,512	9.1%	86
Likely to buy a brand that supports a charity	62,744	34.4%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	35,693	19.6%	148
Bought hardcover book in last 12 months	44,606	24.5%	117
Bought paperback book in last 12 month	63,708	35.0%	111
Read any daily newspaper (paper version)	41,675	22.9%	87
Read any digital newspaper in last 30 days	77,113	42.3%	127
Read any magazine (paper/electronic version) in last 6 months	171,572	94.2%	104

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# Retail Market Potential

135th St & IL-59 S, Plainfield, Illinois, 60544  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 41.63713  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	150,719	82.7%	111
Went to family restaurant/steak house: 4+ times a month	57,973	31.8%	116
Went to fast food/drive-in restaurant in last 6 months	168,311	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	79,515	43.6%	111
Fast food/drive-in last 6 months: eat in	73,724	40.5%	111
Fast food/drive-in last 6 months: home delivery	15,345	8.4%	110
Fast food/drive-in last 6 months: take-out/drive-thru	98,426	54.0%	117
Fast food/drive-in last 6 months: take-out/walk-in	38,654	21.2%	109
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	83,968	46.1%	145
Own e-reader/tablet: iPad	47,437	26.0%	170
Own any portable MP3 player	74,011	40.6%	132
HH owns 1 TV	10,950	13.5%	66
HH owns 2 TVs	19,801	24.4%	94
HH owns 3 TVs	19,661	24.2%	113
HH owns 4+ TVs	21,794	26.8%	142
HH subscribes to cable TV	39,048	48.1%	97
HH subscribes to fiber optic	10,684	13.2%	173
HH has satellite dish	23,318	28.7%	113
HH owns DVD/Blu-ray player	55,779	68.7%	114
HH owns camcorder	17,290	21.3%	152
HH owns portable GPS navigation device	29,638	36.5%	133
HH purchased video game system in last 12 mos	7,531	9.3%	117
HH owns Internet video device for TV	9,193	11.3%	161
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	117,828	64.7%	129
Took 3+ domestic non-business trips in last 12 months	27,750	15.2%	137
Spent on domestic vacations in last 12 months: <\$1,000	22,232	12.2%	114
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	14,495	8.0%	136
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	8,968	4.9%	138
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	10,689	5.9%	150
Spent on domestic vacations in last 12 months: \$3,000+	16,656	9.1%	166
Domestic travel in the 12 months: used general travel website	18,815	10.3%	153
Foreign travel in last 3 years	62,387	34.2%	142
Took 3+ foreign trips by plane in last 3 years	12,729	7.0%	155
Spent on foreign vacations in last 12 months: <\$1,000	11,294	6.2%	149
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	7,326	4.0%	123
Spent on foreign vacations in last 12 months: \$3,000+	14,602	8.0%	161
Foreign travel in last 3 years: used general travel website	15,364	8.4%	151
Nights spent in hotel/motel in last 12 months: any	99,398	54.6%	134
Took cruise of more than one day in last 3 years	23,389	12.8%	153
Member of any frequent flyer program	52,610	28.9%	177
Member of any hotel rewards program	43,640	24.0%	170

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