



Retail Market Potential

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.62227
 Longitude: -88.22185

Demographic Summary		2016	2021
Population		6,718	7,042
Population 18+		4,292	4,553
Households		1,957	2,045
Median Household Income		\$92,499	\$106,438

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,194	51.1%	108
Bought any women's clothing in last 12 months	2,017	47.0%	107
Bought clothing for child <13 years in last 6 months	1,604	37.4%	136
Bought any shoes in last 12 months	2,581	60.1%	112
Bought costume jewelry in last 12 months	922	21.5%	110
Bought any fine jewelry in last 12 months	828	19.3%	105
Bought a watch in last 12 months	631	14.7%	133
Automobiles (Households)			
HH owns/leases any vehicle	1,845	94.3%	110
HH bought/leased new vehicle last 12 mo	324	16.6%	176
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,053	94.4%	111
Bought/changed motor oil in last 12 months	2,037	47.5%	97
Had tune-up in last 12 months	1,505	35.1%	116
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,027	70.5%	108
Drank regular cola in last 6 months	1,716	40.0%	89
Drank beer/ale in last 6 months	2,096	48.8%	115
Cameras (Adults)			
Own digital point & shoot camera	1,607	37.4%	128
Own digital single-lens reflex (SLR) camera	630	14.7%	170
Bought any camera in last 12 months	288	6.7%	118
Printed digital photos in last 12 months	154	3.6%	123
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,636	38.1%	105
Have a smartphone	3,376	78.7%	134
Have a smartphone: Android phone (any brand)	1,193	27.8%	103
Have a smartphone: Apple iPhone	1,880	43.8%	169
Number of cell phones in household: 1	272	13.9%	43
Number of cell phones in household: 2	874	44.7%	119
Number of cell phones in household: 3+	801	40.9%	161
HH has cell phone only (no landline telephone)	659	33.7%	80
Computers (Households)			
HH owns a computer	1,799	91.9%	120
HH owns desktop computer	1,166	59.6%	132
HH owns laptop/notebook	1,335	68.2%	126
HH owns any Apple/Mac brand computer	478	24.4%	162
HH owns any PC/non-Apple brand computer	1,574	80.4%	118
HH purchased most recent computer in a store	888	45.4%	121
HH purchased most recent computer online	375	19.2%	147
Spent <\$500 on most recent home computer	261	13.3%	92
Spent \$500-\$999 on most recent home computer	488	24.9%	131
Spent \$1,000-\$1,499 on most recent home computer	249	12.7%	134
Spent \$1,500-\$1,999 on most recent home computer	124	6.3%	139
Spent \$2,000+ on most recent home computer	121	6.2%	158

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,344	54.6%	108
Bought brewed coffee at convenience store in last 30 days	625	14.6%	93
Bought cigarettes at convenience store in last 30 days	301	7.0%	56
Bought gas at convenience store in last 30 days	1,380	32.2%	97
Spent at convenience store in last 30 days: <\$20	485	11.3%	140
Spent at convenience store in last 30 days: \$20-\$39	393	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	309	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	166	3.9%	87
Spent at convenience store in last 30 days: \$100+	854	19.9%	87
Entertainment (Adults)			
Attended a movie in last 6 months	3,031	70.6%	119
Went to live theater in last 12 months	627	14.6%	112
Went to a bar/night club in last 12 months	753	17.5%	105
Dined out in last 12 months	2,404	56.0%	125
Gambled at a casino in last 12 months	683	15.9%	116
Visited a theme park in last 12 months	1,152	26.8%	152
Viewed movie (video-on-demand) in last 30 days	1,197	27.9%	164
Viewed TV show (video-on-demand) in last 30 days	748	17.4%	135
Watched any pay-per-view TV in last 12 months	777	18.1%	138
Downloaded a movie over the Internet in last 30 days	397	9.2%	129
Downloaded any individual song in last 6 months	1,130	26.3%	129
Watched a movie online in the last 30 days	790	18.4%	115
Watched a TV program online in last 30 days	802	18.7%	125
Played a video/electronic game (console) in last 12 months	416	9.7%	93
Played a video/electronic game (portable) in last 12 months	208	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	2,168	50.5%	162
Used ATM/cash machine in last 12 months	2,587	60.3%	123
Own any stock	533	12.4%	162
Own U.S. savings bond	278	6.5%	122
Own shares in mutual fund (stock)	468	10.9%	150
Own shares in mutual fund (bonds)	309	7.2%	148
Have interest checking account	1,644	38.3%	136
Have non-interest checking account	1,270	29.6%	105
Have savings account	2,865	66.8%	124
Have 401K retirement savings plan	986	23.0%	158
Own/used any credit/debit card in last 12 months	3,641	84.8%	114
Avg monthly credit card expenditures: <\$111	476	11.1%	96
Avg monthly credit card expenditures: \$111-\$225	374	8.7%	127
Avg monthly credit card expenditures: \$226-\$450	241	5.6%	89
Avg monthly credit card expenditures: \$451-\$700	320	7.5%	140
Avg monthly credit card expenditures: \$701-\$1,000	288	6.7%	156
Avg monthly credit card expenditures: \$1,001+	744	17.3%	191
Did banking online in last 12 months	2,287	53.3%	149
Did banking on mobile device in last 12 months	984	22.9%	164
Paid bills online in last 12 months	2,583	60.2%	140

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,405	71.8%	103
Used bread in last 6 months	1,877	95.9%	102
Used chicken (fresh or frozen) in last 6 months	1,473	75.3%	109
Used turkey (fresh or frozen) in last 6 months	314	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,125	57.5%	105
Used fresh fruit/vegetables in last 6 months	1,740	88.9%	104
Used fresh milk in last 6 months	1,779	90.9%	103
Used organic food in last 6 months	546	27.9%	142
Health (Adults)			
Exercise at home 2+ times per week	1,647	38.4%	135
Exercise at club 2+ times per week	900	21.0%	161
Visited a doctor in last 12 months	3,458	80.6%	106
Used vitamin/dietary supplement in last 6 months	2,519	58.7%	111
Home (Households)			
Any home improvement in last 12 months	669	34.2%	127
Used housekeeper/maid/professional HH cleaning service in last 12	402	20.5%	156
Purchased low ticket HH furnishings in last 12 months	371	19.0%	118
Purchased big ticket HH furnishings in last 12 months	525	26.8%	128
Bought any small kitchen appliance in last 12 months	499	25.5%	115
Bought any large kitchen appliance in last 12 months	351	17.9%	141
Insurance (Adults/Households)			
Currently carry life insurance	2,272	52.9%	124
Carry medical/hospital/accident insurance	3,169	73.8%	113
Carry homeowner insurance	2,599	60.6%	129
Carry renter's insurance	423	9.9%	121
Have auto insurance: 1 vehicle in household covered	366	18.7%	61
Have auto insurance: 2 vehicles in household covered	859	43.9%	154
Have auto insurance: 3+ vehicles in household covered	574	29.3%	134
Pets (Households)			
Household owns any pet	1,152	58.9%	110
Household owns any cat	368	18.8%	84
Household owns any dog	955	48.8%	120
Psychographics (Adults)			
Buying American is important to me	1,687	39.3%	93
Usually buy items on credit rather than wait	536	12.5%	106
Usually buy based on quality - not price	780	18.2%	101
Price is usually more important than brand name	1,122	26.1%	100
Usually use coupons for brands I buy often	739	17.2%	91
Am interested in how to help the environment	681	15.9%	97
Usually pay more for environ safe product	510	11.9%	93
Usually value green products over convenience	393	9.2%	87
Likely to buy a brand that supports a charity	1,519	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	940	21.9%	166
Bought hardcover book in last 12 months	1,125	26.2%	125
Bought paperback book in last 12 month	1,662	38.7%	123
Read any daily newspaper (paper version)	861	20.1%	77
Read any digital newspaper in last 30 days	1,946	45.3%	136
Read any magazine (paper/electronic version) in last 6 months	4,065	94.7%	104

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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	3,669	85.5%	115
Went to family restaurant/steak house: 4+ times a month	1,429	33.3%	121
Went to fast food/drive-in restaurant in last 6 months	4,011	93.5%	104
Went to fast food/drive-in restaurant 9+ times/mo	1,939	45.2%	114
Fast food/drive-in last 6 months: eat in	1,777	41.4%	114
Fast food/drive-in last 6 months: home delivery	416	9.7%	126
Fast food/drive-in last 6 months: take-out/drive-thru	2,470	57.5%	124
Fast food/drive-in last 6 months: take-out/walk-in	1,006	23.4%	120
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	2,284	53.2%	168
Own e-reader/tablet: iPad	1,366	31.8%	207
Own any portable MP3 player	1,859	43.3%	141
HH owns 1 TV	218	11.1%	54
HH owns 2 TVs	470	24.0%	93
HH owns 3 TVs	510	26.1%	122
HH owns 4+ TVs	570	29.1%	154
HH subscribes to cable TV	845	43.2%	87
HH subscribes to fiber optic	312	15.9%	210
HH has satellite dish	644	32.9%	130
HH owns DVD/Blu-ray player	1,388	70.9%	117
HH owns camcorder	442	22.6%	162
HH owns portable GPS navigation device	730	37.3%	136
HH purchased video game system in last 12 mos	205	10.5%	132
HH owns Internet video device for TV	282	14.4%	204
Travel (Adults)			
Domestic travel in last 12 months	2,977	69.4%	138
Took 3+ domestic non-business trips in last 12 months	600	14.0%	126
Spent on domestic vacations in last 12 months: <\$1,000	537	12.5%	117
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	393	9.2%	157
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	231	5.4%	151
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	210	4.9%	125
Spent on domestic vacations in last 12 months: \$3,000+	416	9.7%	176
Domestic travel in the 12 months: used general travel website	456	10.6%	157
Foreign travel in last 3 years	1,652	38.5%	160
Took 3+ foreign trips by plane in last 3 years	389	9.1%	201
Spent on foreign vacations in last 12 months: <\$1,000	285	6.6%	159
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	201	4.7%	144
Spent on foreign vacations in last 12 months: \$3,000+	416	9.7%	195
Foreign travel in last 3 years: used general travel website	458	10.7%	191
Nights spent in hotel/motel in last 12 months: any	2,479	57.8%	142
Took cruise of more than one day in last 3 years	614	14.3%	171
Member of any frequent flyer program	1,479	34.5%	211
Member of any hotel rewards program	1,177	27.4%	194

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 Ring: 3 mile radius

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Demographic Summary		2016	2021
Population		39,193	41,334
Population 18+		26,455	28,557
Households		11,832	12,445
Median Household Income		\$106,435	\$115,608

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	13,665	51.7%	109
Bought any women's clothing in last 12 months	12,563	47.5%	108
Bought clothing for child <13 years in last 6 months	9,088	34.4%	125
Bought any shoes in last 12 months	15,897	60.1%	112
Bought costume jewelry in last 12 months	5,800	21.9%	112
Bought any fine jewelry in last 12 months	5,171	19.5%	107
Bought a watch in last 12 months	3,743	14.1%	128
Automobiles (Households)			
HH owns/leases any vehicle	11,136	94.1%	110
HH bought/leased new vehicle last 12 mo	1,948	16.5%	175
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	24,875	94.0%	111
Bought/changed motor oil in last 12 months	12,628	47.7%	97
Had tune-up in last 12 months	9,091	34.4%	114
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	18,412	69.6%	106
Drank regular cola in last 6 months	10,342	39.1%	87
Drank beer/ale in last 6 months	12,834	48.5%	114
Cameras (Adults)			
Own digital point & shoot camera	10,012	37.8%	130
Own digital single-lens reflex (SLR) camera	3,700	14.0%	162
Bought any camera in last 12 months	1,777	6.7%	118
Printed digital photos in last 12 months	909	3.4%	117
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,071	38.1%	105
Have a smartphone	19,877	75.1%	128
Have a smartphone: Android phone (any brand)	7,013	26.5%	98
Have a smartphone: Apple iPhone	11,077	41.9%	162
Number of cell phones in household: 1	1,914	16.2%	50
Number of cell phones in household: 2	5,113	43.2%	116
Number of cell phones in household: 3+	4,669	39.5%	155
HH has cell phone only (no landline telephone)	3,759	31.8%	76
Computers (Households)			
HH owns a computer	10,802	91.3%	119
HH owns desktop computer	6,984	59.0%	130
HH owns laptop/notebook	7,966	67.3%	124
HH owns any Apple/Mac brand computer	2,873	24.3%	162
HH owns any PC/non-Apple brand computer	9,399	79.4%	117
HH purchased most recent computer in a store	5,423	45.8%	122
HH purchased most recent computer online	2,200	18.6%	142
Spent <\$500 on most recent home computer	1,591	13.4%	93
Spent \$500-\$999 on most recent home computer	2,895	24.5%	128
Spent \$1,000-\$1,499 on most recent home computer	1,573	13.3%	140
Spent \$1,500-\$1,999 on most recent home computer	775	6.6%	144
Spent \$2,000+ on most recent home computer	727	6.1%	157

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	14,541	55.0%	108
Bought brewed coffee at convenience store in last 30 days	4,103	15.5%	99
Bought cigarettes at convenience store in last 30 days	2,017	7.6%	61
Bought gas at convenience store in last 30 days	8,636	32.6%	99
Spent at convenience store in last 30 days: <\$20	2,859	10.8%	133
Spent at convenience store in last 30 days: \$20-\$39	2,483	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	1,945	7.4%	96
Spent at convenience store in last 30 days: \$51-\$99	1,033	3.9%	88
Spent at convenience store in last 30 days: \$100+	5,463	20.7%	90
Entertainment (Adults)			
Attended a movie in last 6 months	18,446	69.7%	117
Went to live theater in last 12 months	4,205	15.9%	122
Went to a bar/night club in last 12 months	4,859	18.4%	110
Dined out in last 12 months	15,005	56.7%	126
Gambled at a casino in last 12 months	4,228	16.0%	117
Visited a theme park in last 12 months	6,649	25.1%	143
Viewed movie (video-on-demand) in last 30 days	7,046	26.6%	157
Viewed TV show (video-on-demand) in last 30 days	4,752	18.0%	139
Watched any pay-per-view TV in last 12 months	4,583	17.3%	132
Downloaded a movie over the Internet in last 30 days	2,319	8.8%	122
Downloaded any individual song in last 6 months	6,853	25.9%	127
Watched a movie online in the last 30 days	4,566	17.3%	108
Watched a TV program online in last 30 days	4,834	18.3%	122
Played a video/electronic game (console) in last 12 months	2,512	9.5%	91
Played a video/electronic game (portable) in last 12 months	1,184	4.5%	98
Financial (Adults)			
Have home mortgage (1st)	13,002	49.1%	158
Used ATM/cash machine in last 12 months	15,905	60.1%	122
Own any stock	3,375	12.8%	167
Own U.S. savings bond	1,871	7.1%	134
Own shares in mutual fund (stock)	3,172	12.0%	165
Own shares in mutual fund (bonds)	2,113	8.0%	164
Have interest checking account	10,286	38.9%	138
Have non-interest checking account	7,982	30.2%	107
Have savings account	17,615	66.6%	123
Have 401K retirement savings plan	6,059	22.9%	158
Own/used any credit/debit card in last 12 months	22,448	84.9%	114
Avg monthly credit card expenditures: <\$111	2,903	11.0%	95
Avg monthly credit card expenditures: \$111-\$225	2,128	8.0%	117
Avg monthly credit card expenditures: \$226-\$450	1,739	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	1,952	7.4%	138
Avg monthly credit card expenditures: \$701-\$1,000	1,805	6.8%	158
Avg monthly credit card expenditures: \$1,001+	4,628	17.5%	193
Did banking online in last 12 months	13,726	51.9%	145
Did banking on mobile device in last 12 months	5,577	21.1%	151
Paid bills online in last 12 months	15,335	58.0%	135

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,580	72.5%	104
Used bread in last 6 months	11,307	95.6%	102
Used chicken (fresh or frozen) in last 6 months	8,824	74.6%	108
Used turkey (fresh or frozen) in last 6 months	1,998	16.9%	107
Used fish/seafood (fresh or frozen) in last 6 months	6,781	57.3%	105
Used fresh fruit/vegetables in last 6 months	10,567	89.3%	104
Used fresh milk in last 6 months	10,754	90.9%	103
Used organic food in last 6 months	3,101	26.2%	133
Health (Adults)			
Exercise at home 2+ times per week	9,865	37.3%	131
Exercise at club 2+ times per week	5,356	20.2%	156
Visited a doctor in last 12 months	21,495	81.3%	107
Used vitamin/dietary supplement in last 6 months	15,650	59.2%	112
Home (Households)			
Any home improvement in last 12 months	4,227	35.7%	133
Used housekeeper/maid/professional HH cleaning service in last 12	2,445	20.7%	157
Purchased low ticket HH furnishings in last 12 months	2,294	19.4%	121
Purchased big ticket HH furnishings in last 12 months	3,080	26.0%	125
Bought any small kitchen appliance in last 12 months	2,980	25.2%	113
Bought any large kitchen appliance in last 12 months	2,046	17.3%	136
Insurance (Adults/Households)			
Currently carry life insurance	14,133	53.4%	125
Carry medical/hospital/accident insurance	19,524	73.8%	113
Carry homeowner insurance	16,337	61.8%	131
Carry renter's insurance	2,367	8.9%	110
Have auto insurance: 1 vehicle in household covered	2,282	19.3%	63
Have auto insurance: 2 vehicles in household covered	4,848	41.0%	144
Have auto insurance: 3+ vehicles in household covered	3,650	30.8%	141
Pets (Households)			
Household owns any pet	7,101	60.0%	112
Household owns any cat	2,442	20.6%	92
Household owns any dog	5,725	48.4%	119
Psychographics (Adults)			
Buying American is important to me	10,688	40.4%	95
Usually buy items on credit rather than wait	3,222	12.2%	104
Usually buy based on quality - not price	4,782	18.1%	101
Price is usually more important than brand name	6,726	25.4%	97
Usually use coupons for brands I buy often	4,714	17.8%	94
Am interested in how to help the environment	4,071	15.4%	94
Usually pay more for environ safe product	3,131	11.8%	93
Usually value green products over convenience	2,335	8.8%	84
Likely to buy a brand that supports a charity	9,210	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	5,578	21.1%	159
Bought hardcover book in last 12 months	6,890	26.0%	124
Bought paperback book in last 12 month	10,093	38.2%	122
Read any daily newspaper (paper version)	6,272	23.7%	91
Read any digital newspaper in last 30 days	11,836	44.7%	134
Read any magazine (paper/electronic version) in last 6 months	25,103	94.9%	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

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.62227
 Longitude: -88.22185

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	22,401	84.7%	114
Went to family restaurant/steak house: 4+ times a month	8,735	33.0%	120
Went to fast food/drive-in restaurant in last 6 months	24,623	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	11,600	43.8%	111
Fast food/drive-in last 6 months: eat in	10,950	41.4%	114
Fast food/drive-in last 6 months: home delivery	2,323	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	14,744	55.7%	120
Fast food/drive-in last 6 months: take-out/walk-in	5,947	22.5%	116
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	13,198	49.9%	157
Own e-reader/tablet: iPad	7,795	29.5%	192
Own any portable MP3 player	11,230	42.4%	138
HH owns 1 TV	1,400	11.8%	58
HH owns 2 TVs	2,861	24.2%	93
HH owns 3 TVs	3,012	25.5%	119
HH owns 4+ TVs	3,386	28.6%	152
HH subscribes to cable TV	5,489	46.4%	93
HH subscribes to fiber optic	1,785	15.1%	198
HH has satellite dish	3,594	30.4%	120
HH owns DVD/Blu-ray player	8,342	70.5%	117
HH owns camcorder	2,650	22.4%	160
HH owns portable GPS navigation device	4,541	38.4%	140
HH purchased video game system in last 12 mos	1,120	9.5%	119
HH owns Internet video device for TV	1,518	12.8%	182
Travel (Adults)			
Domestic travel in last 12 months	18,223	68.9%	138
Took 3+ domestic non-business trips in last 12 months	4,049	15.3%	138
Spent on domestic vacations in last 12 months: <\$1,000	3,305	12.5%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,330	8.8%	151
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,421	5.4%	150
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,500	5.7%	145
Spent on domestic vacations in last 12 months: \$3,000+	2,639	10.0%	181
Domestic travel in the 12 months: used general travel website	2,833	10.7%	158
Foreign travel in last 3 years	9,963	37.7%	156
Took 3+ foreign trips by plane in last 3 years	2,234	8.4%	188
Spent on foreign vacations in last 12 months: <\$1,000	1,723	6.5%	156
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,208	4.6%	140
Spent on foreign vacations in last 12 months: \$3,000+	2,513	9.5%	191
Foreign travel in last 3 years: used general travel website	2,651	10.0%	179
Nights spent in hotel/motel in last 12 months: any	15,264	57.7%	142
Took cruise of more than one day in last 3 years	3,768	14.2%	170
Member of any frequent flyer program	8,799	33.3%	204
Member of any hotel rewards program	7,154	27.0%	192

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Retail Market Potential

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.62227
 Longitude: -88.22185

Demographic Summary		2016	2021
Population		130,432	134,010
Population 18+		90,141	94,256
Households		39,707	40,643
Median Household Income		\$92,130	\$103,307

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	45,652	50.6%	107
Bought any women's clothing in last 12 months	42,614	47.3%	108
Bought clothing for child <13 years in last 6 months	30,309	33.6%	122
Bought any shoes in last 12 months	53,511	59.4%	110
Bought costume jewelry in last 12 months	19,840	22.0%	113
Bought any fine jewelry in last 12 months	17,450	19.4%	106
Bought a watch in last 12 months	11,710	13.0%	118
Automobiles (Households)			
HH owns/leases any vehicle	36,958	93.1%	109
HH bought/leased new vehicle last 12 mo	5,727	14.4%	154
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	83,274	92.4%	109
Bought/changed motor oil in last 12 months	44,206	49.0%	100
Had tune-up in last 12 months	30,084	33.4%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	62,342	69.2%	106
Drank regular cola in last 6 months	36,566	40.6%	90
Drank beer/ale in last 6 months	41,291	45.8%	108
Cameras (Adults)			
Own digital point & shoot camera	32,308	35.8%	123
Own digital single-lens reflex (SLR) camera	10,848	12.0%	139
Bought any camera in last 12 months	5,977	6.6%	116
Printed digital photos in last 12 months	2,963	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	34,807	38.6%	107
Have a smartphone	65,092	72.2%	123
Have a smartphone: Android phone (any brand)	24,670	27.4%	102
Have a smartphone: Apple iPhone	34,504	38.3%	148
Number of cell phones in household: 1	7,652	19.3%	60
Number of cell phones in household: 2	16,494	41.5%	111
Number of cell phones in household: 3+	14,784	37.2%	146
HH has cell phone only (no landline telephone)	14,256	35.9%	86
Computers (Households)			
HH owns a computer	35,320	89.0%	116
HH owns desktop computer	22,488	56.6%	125
HH owns laptop/notebook	25,885	65.2%	120
HH owns any Apple/Mac brand computer	8,244	20.8%	138
HH owns any PC/non-Apple brand computer	31,218	78.6%	116
HH purchased most recent computer in a store	17,874	45.0%	120
HH purchased most recent computer online	6,969	17.6%	134
Spent <\$500 on most recent home computer	5,766	14.5%	100
Spent \$500-\$999 on most recent home computer	9,444	23.8%	125
Spent \$1,000-\$1,499 on most recent home computer	4,903	12.3%	130
Spent \$1,500-\$1,999 on most recent home computer	2,372	6.0%	131
Spent \$2,000+ on most recent home computer	2,055	5.2%	132

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Retail Market Potential

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 5 mile radius

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 Latitude: 41.62227
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	49,951	55.4%	109
Bought brewed coffee at convenience store in last 30 days	13,968	15.5%	99
Bought cigarettes at convenience store in last 30 days	7,659	8.5%	68
Bought gas at convenience store in last 30 days	30,769	34.1%	103
Spent at convenience store in last 30 days: <\$20	9,060	10.1%	124
Spent at convenience store in last 30 days: \$20-\$39	8,537	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	7,018	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	3,778	4.2%	95
Spent at convenience store in last 30 days: \$100+	19,248	21.4%	93
Entertainment (Adults)			
Attended a movie in last 6 months	61,421	68.1%	115
Went to live theater in last 12 months	13,311	14.8%	114
Went to a bar/night club in last 12 months	16,309	18.1%	108
Dined out in last 12 months	48,479	53.8%	120
Gambled at a casino in last 12 months	14,428	16.0%	117
Visited a theme park in last 12 months	22,501	25.0%	142
Viewed movie (video-on-demand) in last 30 days	21,366	23.7%	139
Viewed TV show (video-on-demand) in last 30 days	14,932	16.6%	128
Watched any pay-per-view TV in last 12 months	15,073	16.7%	127
Downloaded a movie over the Internet in last 30 days	7,453	8.3%	115
Downloaded any individual song in last 6 months	22,623	25.1%	123
Watched a movie online in the last 30 days	15,292	17.0%	106
Watched a TV program online in last 30 days	15,488	17.2%	115
Played a video/electronic game (console) in last 12 months	9,300	10.3%	99
Played a video/electronic game (portable) in last 12 months	4,189	4.6%	102
Financial (Adults)			
Have home mortgage (1st)	41,443	46.0%	148
Used ATM/cash machine in last 12 months	52,261	58.0%	118
Own any stock	9,706	10.8%	141
Own U.S. savings bond	5,849	6.5%	123
Own shares in mutual fund (stock)	9,275	10.3%	142
Own shares in mutual fund (bonds)	6,496	7.2%	148
Have interest checking account	32,323	35.9%	127
Have non-interest checking account	26,992	29.9%	106
Have savings account	57,875	64.2%	119
Have 401K retirement savings plan	18,737	20.8%	143
Own/used any credit/debit card in last 12 months	74,475	82.6%	111
Avg monthly credit card expenditures: <\$111	10,552	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	6,963	7.7%	112
Avg monthly credit card expenditures: \$226-\$450	6,072	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	6,182	6.9%	129
Avg monthly credit card expenditures: \$701-\$1,000	5,358	5.9%	138
Avg monthly credit card expenditures: \$1,001+	12,836	14.2%	157
Did banking online in last 12 months	43,759	48.5%	136
Did banking on mobile device in last 12 months	18,771	20.8%	149
Paid bills online in last 12 months	49,825	55.3%	128

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Retail Market Potential

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.62227
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	28,793	72.5%	104
Used bread in last 6 months	37,876	95.4%	102
Used chicken (fresh or frozen) in last 6 months	29,207	73.6%	107
Used turkey (fresh or frozen) in last 6 months	6,514	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	22,329	56.2%	103
Used fresh fruit/vegetables in last 6 months	35,160	88.5%	103
Used fresh milk in last 6 months	35,892	90.4%	103
Used organic food in last 6 months	9,159	23.1%	117
Health (Adults)			
Exercise at home 2+ times per week	32,021	35.5%	125
Exercise at club 2+ times per week	16,241	18.0%	138
Visited a doctor in last 12 months	71,718	79.6%	105
Used vitamin/dietary supplement in last 6 months	51,747	57.4%	109
Home (Households)			
Any home improvement in last 12 months	13,750	34.6%	129
Used housekeeper/maid/professional HH cleaning service in last 12	7,155	18.0%	137
Purchased low ticket HH furnishings in last 12 months	7,715	19.4%	121
Purchased big ticket HH furnishings in last 12 months	9,945	25.0%	120
Bought any small kitchen appliance in last 12 months	9,777	24.6%	111
Bought any large kitchen appliance in last 12 months	6,249	15.7%	124
Insurance (Adults/Households)			
Currently carry life insurance	45,994	51.0%	120
Carry medical/hospital/accident insurance	64,843	71.9%	110
Carry homeowner insurance	53,180	59.0%	125
Carry renter's insurance	7,653	8.5%	104
Have auto insurance: 1 vehicle in household covered	8,721	22.0%	71
Have auto insurance: 2 vehicles in household covered	14,943	37.6%	132
Have auto insurance: 3+ vehicles in household covered	11,777	29.7%	136
Pets (Households)			
Household owns any pet	23,658	59.6%	111
Household owns any cat	8,250	20.8%	93
Household owns any dog	19,026	47.9%	118
Psychographics (Adults)			
Buying American is important to me	36,303	40.3%	95
Usually buy items on credit rather than wait	10,366	11.5%	98
Usually buy based on quality - not price	16,510	18.3%	102
Price is usually more important than brand name	22,870	25.4%	97
Usually use coupons for brands I buy often	16,184	18.0%	95
Am interested in how to help the environment	13,502	15.0%	92
Usually pay more for environ safe product	11,064	12.3%	96
Usually value green products over convenience	8,155	9.0%	86
Likely to buy a brand that supports a charity	31,322	34.7%	100
Reading (Adults)			
Bought digital book in last 12 months	17,492	19.4%	147
Bought hardcover book in last 12 months	22,042	24.5%	117
Bought paperback book in last 12 month	31,489	34.9%	111
Read any daily newspaper (paper version)	20,401	22.6%	87
Read any digital newspaper in last 30 days	37,723	41.8%	126
Read any magazine (paper/electronic version) in last 6 months	84,732	94.0%	104

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Retail Market Potential

14220 S Route 30, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.62227
 Longitude: -88.22185

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	74,568	82.7%	111
Went to family restaurant/steak house: 4+ times a month	28,699	31.8%	116
Went to fast food/drive-in restaurant in last 6 months	83,328	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	39,533	43.9%	111
Fast food/drive-in last 6 months: eat in	36,406	40.4%	111
Fast food/drive-in last 6 months: home delivery	7,750	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	48,883	54.2%	117
Fast food/drive-in last 6 months: take-out/walk-in	19,166	21.3%	109
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	41,247	45.8%	144
Own e-reader/tablet: iPad	23,138	25.7%	167
Own any portable MP3 player	36,357	40.3%	131
HH owns 1 TV	5,352	13.5%	66
HH owns 2 TVs	9,718	24.5%	94
HH owns 3 TVs	9,634	24.3%	113
HH owns 4+ TVs	10,610	26.7%	141
HH subscribes to cable TV	19,189	48.3%	97
HH subscribes to fiber optic	4,967	12.5%	164
HH has satellite dish	11,495	28.9%	114
HH owns DVD/Blu-ray player	27,185	68.5%	113
HH owns camcorder	8,289	20.9%	149
HH owns portable GPS navigation device	14,266	35.9%	131
HH purchased video game system in last 12 mos	3,628	9.1%	115
HH owns Internet video device for TV	4,488	11.3%	160
Travel (Adults)			
Domestic travel in last 12 months	57,909	64.2%	128
Took 3+ domestic non-business trips in last 12 months	13,385	14.8%	134
Spent on domestic vacations in last 12 months: <\$1,000	11,084	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,089	7.9%	135
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,447	4.9%	138
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,112	5.7%	145
Spent on domestic vacations in last 12 months: \$3,000+	8,018	8.9%	161
Domestic travel in the 12 months: used general travel website	9,127	10.1%	150
Foreign travel in last 3 years	30,280	33.6%	139
Took 3+ foreign trips by plane in last 3 years	6,144	6.8%	151
Spent on foreign vacations in last 12 months: <\$1,000	5,474	6.1%	146
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,580	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	6,987	7.8%	156
Foreign travel in last 3 years: used general travel website	7,433	8.2%	148
Nights spent in hotel/motel in last 12 months: any	48,646	54.0%	133
Took cruise of more than one day in last 3 years	11,385	12.6%	151
Member of any frequent flyer program	25,461	28.2%	173
Member of any hotel rewards program	21,215	23.5%	167

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