



# Retail Market Potential

22804 W Harts Farm Rd, Plainfield, Illinois, 60544  
Drive Distance: 2 mile radius

Prepared by Esri  
Latitude: 41.58768  
Longitude: -88.17388

Demographic Summary		2016	2021
Population		9,648	9,803
Population 18+		7,348	7,506
Households		3,417	3,453
Median Household Income		\$82,020	\$90,436

  

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	3,669	49.9%	106
Bought any women's clothing in last 12 months	3,309	45.0%	103
Bought clothing for child <13 years in last 6 months	2,166	29.5%	107
Bought any shoes in last 12 months	4,047	55.1%	102
Bought costume jewelry in last 12 months	1,570	21.4%	109
Bought any fine jewelry in last 12 months	1,382	18.8%	103
Bought a watch in last 12 months	836	11.4%	103
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	3,128	91.5%	107
HH bought/leased new vehicle last 12 mo	404	11.8%	126
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	6,699	91.2%	107
Bought/changed motor oil in last 12 months	3,800	51.7%	105
Had tune-up in last 12 months	2,320	31.6%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,939	67.2%	103
Drank regular cola in last 6 months	3,150	42.9%	96
Drank beer/ale in last 6 months	3,281	44.7%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	2,483	33.8%	116
Own digital single-lens reflex (SLR) camera	748	10.2%	118
Bought any camera in last 12 months	416	5.7%	99
Printed digital photos in last 12 months	233	3.2%	108
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,840	38.6%	107
Have a smartphone	4,730	64.4%	109
Have a smartphone: Android phone (any brand)	2,020	27.5%	102
Have a smartphone: Apple iPhone	2,242	30.5%	118
Number of cell phones in household: 1	818	23.9%	74
Number of cell phones in household: 2	1,352	39.6%	106
Number of cell phones in household: 3+	1,130	33.1%	130
HH has cell phone only (no landline telephone)	1,241	36.3%	87
<b>Computers (Households)</b>			
HH owns a computer	2,896	84.8%	110
HH owns desktop computer	1,825	53.4%	118
HH owns laptop/notebook	2,060	60.3%	111
HH owns any Apple/Mac brand computer	562	16.4%	109
HH owns any PC/non-Apple brand computer	2,606	76.3%	112
HH purchased most recent computer in a store	1,470	43.0%	114
HH purchased most recent computer online	539	15.8%	121
Spent <\$500 on most recent home computer	543	15.9%	109
Spent \$500-\$999 on most recent home computer	781	22.9%	120
Spent \$1,000-\$1,499 on most recent home computer	374	10.9%	116
Spent \$1,500-\$1,999 on most recent home computer	178	5.2%	114
Spent \$2,000+ on most recent home computer	140	4.1%	104

**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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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	4,141	56.4%	111
Bought brewed coffee at convenience store in last 30 days	1,179	16.0%	102
Bought cigarettes at convenience store in last 30 days	798	10.9%	87
Bought gas at convenience store in last 30 days	2,602	35.4%	107
Spent at convenience store in last 30 days: <\$20	660	9.0%	111
Spent at convenience store in last 30 days: \$20-\$39	756	10.3%	114
Spent at convenience store in last 30 days: \$40-\$50	602	8.2%	107
Spent at convenience store in last 30 days: \$51-\$99	349	4.7%	107
Spent at convenience store in last 30 days: \$100+	1,667	22.7%	99
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,642	63.2%	106
Went to live theater in last 12 months	1,033	14.1%	108
Went to a bar/night club in last 12 months	1,329	18.1%	108
Dined out in last 12 months	3,735	50.8%	113
Gambled at a casino in last 12 months	1,196	16.3%	119
Visited a theme park in last 12 months	1,658	22.6%	128
Viewed movie (video-on-demand) in last 30 days	1,577	21.5%	126
Viewed TV show (video-on-demand) in last 30 days	1,200	16.3%	127
Watched any pay-per-view TV in last 12 months	1,065	14.5%	110
Downloaded a movie over the Internet in last 30 days	506	6.9%	96
Downloaded any individual song in last 6 months	1,658	22.6%	111
Watched a movie online in the last 30 days	1,187	16.2%	101
Watched a TV program online in last 30 days	1,143	15.6%	104
Played a video/electronic game (console) in last 12 months	817	11.1%	106
Played a video/electronic game (portable) in last 12 months	374	5.1%	112
<b>Financial (Adults)</b>			
Have home mortgage (1st)	3,126	42.5%	137
Used ATM/cash machine in last 12 months	4,081	55.5%	113
Own any stock	667	9.1%	119
Own U.S. savings bond	480	6.5%	123
Own shares in mutual fund (stock)	589	8.0%	110
Own shares in mutual fund (bonds)	418	5.7%	117
Have interest checking account	2,470	33.6%	119
Have non-interest checking account	2,222	30.2%	107
Have savings account	4,565	62.1%	115
Have 401K retirement savings plan	1,379	18.8%	129
Own/used any credit/debit card in last 12 months	5,936	80.8%	108
Avg monthly credit card expenditures: <\$111	954	13.0%	112
Avg monthly credit card expenditures: \$111-\$225	582	7.9%	115
Avg monthly credit card expenditures: \$226-\$450	531	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	464	6.3%	118
Avg monthly credit card expenditures: \$701-\$1,000	354	4.8%	112
Avg monthly credit card expenditures: \$1,001+	774	10.5%	116
Did banking online in last 12 months	3,182	43.3%	121
Did banking on mobile device in last 12 months	1,336	18.2%	130
Paid bills online in last 12 months	3,784	51.5%	120

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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	2,476	72.5%	104
Used bread in last 6 months	3,264	95.5%	102
Used chicken (fresh or frozen) in last 6 months	2,493	73.0%	106
Used turkey (fresh or frozen) in last 6 months	591	17.3%	109
Used fish/seafood (fresh or frozen) in last 6 months	1,935	56.6%	104
Used fresh fruit/vegetables in last 6 months	3,014	88.2%	103
Used fresh milk in last 6 months	3,079	90.1%	102
Used organic food in last 6 months	670	19.6%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,447	33.3%	117
Exercise at club 2+ times per week	1,123	15.3%	117
Visited a doctor in last 12 months	5,914	80.5%	106
Used vitamin/dietary supplement in last 6 months	4,090	55.7%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	1,140	33.4%	124
Used housekeeper/maid/professional HH cleaning service in last 12	467	13.7%	104
Purchased low ticket HH furnishings in last 12 months	655	19.2%	119
Purchased big ticket HH furnishings in last 12 months	813	23.8%	114
Bought any small kitchen appliance in last 12 months	807	23.6%	106
Bought any large kitchen appliance in last 12 months	526	15.4%	121
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	3,657	49.8%	117
Carry medical/hospital/accident insurance	5,257	71.5%	109
Carry homeowner insurance	4,290	58.4%	124
Carry renter's insurance	557	7.6%	93
Have auto insurance: 1 vehicle in household covered	856	25.1%	81
Have auto insurance: 2 vehicles in household covered	1,187	34.7%	122
Have auto insurance: 3+ vehicles in household covered	949	27.8%	127
<b>Pets (Households)</b>			
Household owns any pet	2,062	60.3%	112
Household owns any cat	830	24.3%	108
Household owns any dog	1,590	46.5%	114
<b>Psychographics (Adults)</b>			
Buying American is important to me	3,142	42.8%	101
Usually buy items on credit rather than wait	818	11.1%	95
Usually buy based on quality - not price	1,311	17.8%	99
Price is usually more important than brand name	1,788	24.3%	93
Usually use coupons for brands I buy often	1,401	19.1%	101
Am interested in how to help the environment	1,073	14.6%	90
Usually pay more for environ safe product	928	12.6%	99
Usually value green products over convenience	697	9.5%	90
Likely to buy a brand that supports a charity	2,558	34.8%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,140	15.5%	117
Bought hardcover book in last 12 months	1,691	23.0%	110
Bought paperback book in last 12 month	2,484	33.8%	108
Read any daily newspaper (paper version)	1,874	25.5%	97
Read any digital newspaper in last 30 days	2,709	36.9%	111
Read any magazine (paper/electronic version) in last 6 months	6,825	92.9%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	5,872	79.9%	107
Went to family restaurant/steak house: 4+ times a month	2,194	29.9%	109
Went to fast food/drive-in restaurant in last 6 months	6,700	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,007	40.9%	104
Fast food/drive-in last 6 months: eat in	2,756	37.5%	103
Fast food/drive-in last 6 months: home delivery	611	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	3,825	52.1%	112
Fast food/drive-in last 6 months: take-out/walk-in	1,503	20.5%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	2,764	37.6%	119
Own e-reader/tablet: iPad	1,335	18.2%	118
Own any portable MP3 player	2,655	36.1%	117
HH owns 1 TV	538	15.7%	77
HH owns 2 TVs	858	25.1%	97
HH owns 3 TVs	825	24.1%	113
HH owns 4+ TVs	818	23.9%	127
HH subscribes to cable TV	1,789	52.4%	105
HH subscribes to fiber optic	327	9.6%	126
HH has satellite dish	861	25.2%	99
HH owns DVD/Blu-ray player	2,227	65.2%	108
HH owns camcorder	631	18.5%	132
HH owns portable GPS navigation device	1,144	33.5%	122
HH purchased video game system in last 12 mos	270	7.9%	100
HH owns Internet video device for TV	306	9.0%	127
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	4,295	58.5%	117
Took 3+ domestic non-business trips in last 12 months	1,029	14.0%	126
Spent on domestic vacations in last 12 months: <\$1,000	905	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	521	7.1%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	308	4.2%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	377	5.1%	131
Spent on domestic vacations in last 12 months: \$3,000+	511	7.0%	126
Domestic travel in the 12 months: used general travel website	589	8.0%	118
Foreign travel in last 3 years	1,984	27.0%	112
Took 3+ foreign trips by plane in last 3 years	347	4.7%	105
Spent on foreign vacations in last 12 months: <\$1,000	351	4.8%	115
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	255	3.5%	106
Spent on foreign vacations in last 12 months: \$3,000+	371	5.0%	102
Foreign travel in last 3 years: used general travel website	433	5.9%	106
Nights spent in hotel/motel in last 12 months: any	3,451	47.0%	116
Took cruise of more than one day in last 3 years	681	9.3%	111
Member of any frequent flyer program	1,439	19.6%	120
Member of any hotel rewards program	1,339	18.2%	129

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# Retail Market Potential

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Demographic Summary		2016	2021
Population		115,270	116,788
Population 18+		84,281	86,171
Households		39,334	39,761
Median Household Income		\$73,893	\$81,411

  

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	41,883	49.7%	105
Bought any women's clothing in last 12 months	38,481	45.7%	104
Bought clothing for child <13 years in last 6 months	26,268	31.2%	113
Bought any shoes in last 12 months	47,663	56.6%	105
Bought costume jewelry in last 12 months	17,803	21.1%	108
Bought any fine jewelry in last 12 months	15,803	18.8%	102
Bought a watch in last 12 months	10,050	11.9%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	35,796	91.0%	106
HH bought/leased new vehicle last 12 mo	4,503	11.4%	122
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	76,510	90.8%	107
Bought/changed motor oil in last 12 months	42,849	50.8%	104
Had tune-up in last 12 months	26,704	31.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	56,503	67.0%	102
Drank regular cola in last 6 months	36,165	42.9%	96
Drank beer/ale in last 6 months	37,813	44.9%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	28,089	33.3%	114
Own digital single-lens reflex (SLR) camera	8,530	10.1%	117
Bought any camera in last 12 months	5,270	6.3%	110
Printed digital photos in last 12 months	2,710	3.2%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	32,307	38.3%	106
Have a smartphone	55,644	66.0%	112
Have a smartphone: Android phone (any brand)	23,994	28.5%	106
Have a smartphone: Apple iPhone	26,489	31.4%	122
Number of cell phones in household: 1	9,870	25.1%	78
Number of cell phones in household: 2	15,648	39.8%	106
Number of cell phones in household: 3+	12,478	31.7%	125
HH has cell phone only (no landline telephone)	15,877	40.4%	96
<b>Computers (Households)</b>			
HH owns a computer	33,064	84.1%	109
HH owns desktop computer	20,492	52.1%	115
HH owns laptop/notebook	23,817	60.6%	112
HH owns any Apple/Mac brand computer	6,414	16.3%	108
HH owns any PC/non-Apple brand computer	29,724	75.6%	111
HH purchased most recent computer in a store	16,677	42.4%	113
HH purchased most recent computer online	6,065	15.4%	118
Spent <\$500 on most recent home computer	6,010	15.3%	105
Spent \$500-\$999 on most recent home computer	8,852	22.5%	118
Spent \$1,000-\$1,499 on most recent home computer	4,201	10.7%	113
Spent \$1,500-\$1,999 on most recent home computer	1,949	5.0%	109
Spent \$2,000+ on most recent home computer	1,621	4.1%	105

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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	46,526	55.2%	109
Bought brewed coffee at convenience store in last 30 days	13,363	15.9%	101
Bought cigarettes at convenience store in last 30 days	9,336	11.1%	89
Bought gas at convenience store in last 30 days	30,067	35.7%	108
Spent at convenience store in last 30 days: <\$20	7,749	9.2%	114
Spent at convenience store in last 30 days: \$20-\$39	7,885	9.4%	103
Spent at convenience store in last 30 days: \$40-\$50	6,711	8.0%	104
Spent at convenience store in last 30 days: \$51-\$99	3,766	4.5%	101
Spent at convenience store in last 30 days: \$100+	19,603	23.3%	102
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	54,490	64.7%	109
Went to live theater in last 12 months	11,352	13.5%	104
Went to a bar/night club in last 12 months	14,996	17.8%	106
Dined out in last 12 months	42,106	50.0%	111
Gambled at a casino in last 12 months	13,104	15.5%	113
Visited a theme park in last 12 months	18,691	22.2%	126
Viewed movie (video-on-demand) in last 30 days	17,351	20.6%	121
Viewed TV show (video-on-demand) in last 30 days	12,302	14.6%	113
Watched any pay-per-view TV in last 12 months	12,894	15.3%	116
Downloaded a movie over the Internet in last 30 days	6,369	7.6%	105
Downloaded any individual song in last 6 months	19,472	23.1%	113
Watched a movie online in the last 30 days	13,700	16.3%	102
Watched a TV program online in last 30 days	13,170	15.6%	105
Played a video/electronic game (console) in last 12 months	9,102	10.8%	103
Played a video/electronic game (portable) in last 12 months	4,185	5.0%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	34,254	40.6%	131
Used ATM/cash machine in last 12 months	46,129	54.7%	111
Own any stock	7,556	9.0%	117
Own U.S. savings bond	4,838	5.7%	108
Own shares in mutual fund (stock)	6,963	8.3%	114
Own shares in mutual fund (bonds)	4,753	5.6%	116
Have interest checking account	27,871	33.1%	117
Have non-interest checking account	25,032	29.7%	105
Have savings account	51,450	61.0%	113
Have 401K retirement savings plan	15,225	18.1%	124
Own/used any credit/debit card in last 12 months	67,327	79.9%	107
Avg monthly credit card expenditures: <\$111	10,557	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	6,464	7.7%	111
Avg monthly credit card expenditures: \$226-\$450	5,591	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	5,251	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	4,164	4.9%	115
Avg monthly credit card expenditures: \$1,001+	8,767	10.4%	115
Did banking online in last 12 months	36,623	43.5%	122
Did banking on mobile device in last 12 months	15,451	18.3%	131
Paid bills online in last 12 months	42,919	50.9%	118

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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	28,489	72.4%	104
Used bread in last 6 months	37,517	95.4%	102
Used chicken (fresh or frozen) in last 6 months	28,182	71.6%	104
Used turkey (fresh or frozen) in last 6 months	6,409	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	21,746	55.3%	101
Used fresh fruit/vegetables in last 6 months	34,358	87.3%	102
Used fresh milk in last 6 months	35,244	89.6%	102
Used organic food in last 6 months	7,938	20.2%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	27,539	32.7%	115
Exercise at club 2+ times per week	12,899	15.3%	118
Visited a doctor in last 12 months	66,084	78.4%	103
Used vitamin/dietary supplement in last 6 months	46,519	55.2%	104
<b>Home (Households)</b>			
Any home improvement in last 12 months	12,402	31.5%	118
Used housekeeper/maid/professional HH cleaning service in last 12	5,622	14.3%	109
Purchased low ticket HH furnishings in last 12 months	7,280	18.5%	115
Purchased big ticket HH furnishings in last 12 months	9,243	23.5%	112
Bought any small kitchen appliance in last 12 months	9,371	23.8%	107
Bought any large kitchen appliance in last 12 months	5,737	14.6%	115
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	41,008	48.7%	114
Carry medical/hospital/accident insurance	58,885	69.9%	107
Carry homeowner insurance	46,636	55.3%	118
Carry renter's insurance	7,206	8.5%	105
Have auto insurance: 1 vehicle in household covered	10,615	27.0%	88
Have auto insurance: 2 vehicles in household covered	13,219	33.6%	118
Have auto insurance: 3+ vehicles in household covered	10,397	26.4%	121
<b>Pets (Households)</b>			
Household owns any pet	22,748	57.8%	108
Household owns any cat	8,800	22.4%	100
Household owns any dog	17,814	45.3%	111
<b>Psychographics (Adults)</b>			
Buying American is important to me	35,641	42.3%	100
Usually buy items on credit rather than wait	9,366	11.1%	95
Usually buy based on quality - not price	15,362	18.2%	102
Price is usually more important than brand name	21,349	25.3%	97
Usually use coupons for brands I buy often	15,772	18.7%	99
Am interested in how to help the environment	12,585	14.9%	92
Usually pay more for environ safe product	10,481	12.4%	97
Usually value green products over convenience	7,947	9.4%	90
Likely to buy a brand that supports a charity	29,251	34.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	13,697	16.3%	123
Bought hardcover book in last 12 months	19,073	22.6%	108
Bought paperback book in last 12 month	27,740	32.9%	105
Read any daily newspaper (paper version)	20,538	24.4%	93
Read any digital newspaper in last 30 days	31,613	37.5%	113
Read any magazine (paper/electronic version) in last 6 months	78,274	92.9%	102

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# Retail Market Potential

22804 W Harts Farm Rd, Plainfield, Illinois, 60544  
 Drive Distance: 5 mile radius

Prepared by Esri  
 Latitude: 41.58768  
 Longitude: -88.17388

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	67,511	80.1%	107
Went to family restaurant/steak house: 4+ times a month	25,892	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	77,388	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	36,075	42.8%	108
Fast food/drive-in last 6 months: eat in	32,241	38.3%	105
Fast food/drive-in last 6 months: home delivery	7,262	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	44,280	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	16,955	20.1%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	32,844	39.0%	123
Own e-reader/tablet: iPad	16,686	19.8%	129
Own any portable MP3 player	30,520	36.2%	118
HH owns 1 TV	6,303	16.0%	78
HH owns 2 TVs	10,069	25.6%	99
HH owns 3 TVs	9,140	23.2%	109
HH owns 4+ TVs	9,131	23.2%	123
HH subscribes to cable TV	19,976	50.8%	102
HH subscribes to fiber optic	3,692	9.4%	123
HH has satellite dish	10,296	26.2%	103
HH owns DVD/Blu-ray player	25,614	65.1%	108
HH owns camcorder	6,879	17.5%	125
HH owns portable GPS navigation device	12,631	32.1%	117
HH purchased video game system in last 12 mos	3,252	8.3%	104
HH owns Internet video device for TV	3,547	9.0%	128
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	48,842	58.0%	116
Took 3+ domestic non-business trips in last 12 months	11,076	13.1%	118
Spent on domestic vacations in last 12 months: <\$1,000	10,205	12.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,718	6.8%	116
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,653	4.3%	121
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,042	4.8%	123
Spent on domestic vacations in last 12 months: \$3,000+	5,803	6.9%	125
Domestic travel in the 12 months: used general travel website	6,957	8.3%	122
Foreign travel in last 3 years	22,856	27.1%	112
Took 3+ foreign trips by plane in last 3 years	4,175	5.0%	110
Spent on foreign vacations in last 12 months: <\$1,000	4,176	5.0%	119
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,786	3.3%	101
Spent on foreign vacations in last 12 months: \$3,000+	4,577	5.4%	109
Foreign travel in last 3 years: used general travel website	5,325	6.3%	113
Nights spent in hotel/motel in last 12 months: any	40,346	47.9%	118
Took cruise of more than one day in last 3 years	8,234	9.8%	117
Member of any frequent flyer program	17,588	20.9%	128
Member of any hotel rewards program	15,661	18.6%	132

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# Retail Market Potential

22804 W Harts Farm Rd, Plainfield, Illinois, 60544  
Drive Distance: 10 mile radius

Prepared by Esri  
Latitude: 41.58768  
Longitude: -88.17388

Demographic Summary	2016	2021
Population	379,209	386,514
Population 18+	271,734	279,234
Households	122,559	124,544
Median Household Income	\$74,374	\$81,732

  

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	132,702	48.8%	103
Bought any women's clothing in last 12 months	122,675	45.1%	103
Bought clothing for child <13 years in last 6 months	86,658	31.9%	116
Bought any shoes in last 12 months	153,596	56.5%	105
Bought costume jewelry in last 12 months	56,666	20.9%	107
Bought any fine jewelry in last 12 months	51,670	19.0%	104
Bought a watch in last 12 months	32,342	11.9%	108
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	109,419	89.3%	104
HH bought/leased new vehicle last 12 mo	14,192	11.6%	123
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	241,211	88.8%	104
Bought/changed motor oil in last 12 months	134,160	49.4%	101
Had tune-up in last 12 months	86,164	31.7%	105
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	184,517	67.9%	104
Drank regular cola in last 6 months	118,863	43.7%	97
Drank beer/ale in last 6 months	120,039	44.2%	104
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	85,957	31.6%	109
Own digital single-lens reflex (SLR) camera	26,765	9.8%	114
Bought any camera in last 12 months	16,469	6.1%	106
Printed digital photos in last 12 months	8,600	3.2%	108
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	103,124	38.0%	105
Have a smartphone	179,181	65.9%	112
Have a smartphone: Android phone (any brand)	78,242	28.8%	107
Have a smartphone: Apple iPhone	83,594	30.8%	119
Number of cell phones in household: 1	30,467	24.9%	77
Number of cell phones in household: 2	48,001	39.2%	105
Number of cell phones in household: 3+	40,053	32.7%	128
HH has cell phone only (no landline telephone)	49,779	40.6%	97
<b>Computers (Households)</b>			
HH owns a computer	100,814	82.3%	107
HH owns desktop computer	62,369	50.9%	112
HH owns laptop/notebook	72,727	59.3%	109
HH owns any Apple/Mac brand computer	20,491	16.7%	111
HH owns any PC/non-Apple brand computer	90,230	73.6%	108
HH purchased most recent computer in a store	50,354	41.1%	109
HH purchased most recent computer online	18,169	14.8%	113
Spent <\$500 on most recent home computer	17,826	14.5%	100
Spent \$500-\$999 on most recent home computer	26,322	21.5%	113
Spent \$1,000-\$1,499 on most recent home computer	12,675	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	6,273	5.1%	112
Spent \$2,000+ on most recent home computer	5,296	4.3%	110

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# Retail Market Potential

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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	147,158	54.2%	107
Bought brewed coffee at convenience store in last 30 days	42,937	15.8%	101
Bought cigarettes at convenience store in last 30 days	29,583	10.9%	87
Bought gas at convenience store in last 30 days	91,825	33.8%	102
Spent at convenience store in last 30 days: <\$20	24,317	8.9%	110
Spent at convenience store in last 30 days: \$20-\$39	25,365	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	21,165	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	11,889	4.4%	99
Spent at convenience store in last 30 days: \$100+	60,908	22.4%	98
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	174,406	64.2%	108
Went to live theater in last 12 months	35,421	13.0%	100
Went to a bar/night club in last 12 months	46,253	17.0%	102
Dined out in last 12 months	130,747	48.1%	107
Gambled at a casino in last 12 months	41,352	15.2%	111
Visited a theme park in last 12 months	59,966	22.1%	125
Viewed movie (video-on-demand) in last 30 days	54,723	20.1%	119
Viewed TV show (video-on-demand) in last 30 days	39,152	14.4%	112
Watched any pay-per-view TV in last 12 months	41,173	15.2%	115
Downloaded a movie over the Internet in last 30 days	21,009	7.7%	108
Downloaded any individual song in last 6 months	61,072	22.5%	110
Watched a movie online in the last 30 days	44,224	16.3%	102
Watched a TV program online in last 30 days	42,028	15.5%	103
Played a video/electronic game (console) in last 12 months	28,592	10.5%	101
Played a video/electronic game (portable) in last 12 months	12,886	4.7%	104
<b>Financial (Adults)</b>			
Have home mortgage (1st)	104,441	38.4%	124
Used ATM/cash machine in last 12 months	144,550	53.2%	108
Own any stock	23,414	8.6%	113
Own U.S. savings bond	15,293	5.6%	106
Own shares in mutual fund (stock)	22,381	8.2%	114
Own shares in mutual fund (bonds)	15,466	5.7%	117
Have interest checking account	83,906	30.9%	110
Have non-interest checking account	77,697	28.6%	101
Have savings account	158,437	58.3%	108
Have 401K retirement savings plan	47,003	17.3%	119
Own/used any credit/debit card in last 12 months	210,974	77.6%	104
Avg monthly credit card expenditures: <\$111	31,892	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	19,672	7.2%	105
Avg monthly credit card expenditures: \$226-\$450	17,769	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	15,942	5.9%	110
Avg monthly credit card expenditures: \$701-\$1,000	13,273	4.9%	113
Avg monthly credit card expenditures: \$1,001+	29,080	10.7%	118
Did banking online in last 12 months	112,721	41.5%	116
Did banking on mobile device in last 12 months	47,545	17.5%	125
Paid bills online in last 12 months	133,143	49.0%	114

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# Retail Market Potential

22804 W Harts Farm Rd, Plainfield, Illinois, 60544  
 Drive Distance: 10 mile radius

Prepared by Esri  
 Latitude: 41.58768  
 Longitude: -88.17388

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	87,600	71.5%	103
Used bread in last 6 months	116,492	95.0%	101
Used chicken (fresh or frozen) in last 6 months	87,740	71.6%	104
Used turkey (fresh or frozen) in last 6 months	19,720	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	68,082	55.6%	102
Used fresh fruit/vegetables in last 6 months	106,450	86.9%	101
Used fresh milk in last 6 months	109,366	89.2%	101
Used organic food in last 6 months	25,506	20.8%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	86,280	31.8%	112
Exercise at club 2+ times per week	40,312	14.8%	114
Visited a doctor in last 12 months	208,493	76.7%	101
Used vitamin/dietary supplement in last 6 months	148,089	54.5%	103
<b>Home (Households)</b>			
Any home improvement in last 12 months	37,631	30.7%	114
Used housekeeper/maid/professional HH cleaning service in last 12	18,182	14.8%	113
Purchased low ticket HH furnishings in last 12 months	21,780	17.8%	111
Purchased big ticket HH furnishings in last 12 months	28,186	23.0%	110
Bought any small kitchen appliance in last 12 months	28,420	23.2%	104
Bought any large kitchen appliance in last 12 months	17,545	14.3%	112
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	124,825	45.9%	108
Carry medical/hospital/accident insurance	184,315	67.8%	103
Carry homeowner insurance	140,817	51.8%	110
Carry renter's insurance	22,210	8.2%	100
Have auto insurance: 1 vehicle in household covered	32,311	26.4%	85
Have auto insurance: 2 vehicles in household covered	40,510	33.1%	116
Have auto insurance: 3+ vehicles in household covered	31,544	25.7%	118
<b>Pets (Households)</b>			
Household owns any pet	69,494	56.7%	105
Household owns any cat	25,611	20.9%	93
Household owns any dog	54,680	44.6%	109
<b>Psychographics (Adults)</b>			
Buying American is important to me	110,305	40.6%	96
Usually buy items on credit rather than wait	31,019	11.4%	97
Usually buy based on quality - not price	49,505	18.2%	102
Price is usually more important than brand name	69,642	25.6%	98
Usually use coupons for brands I buy often	49,627	18.3%	97
Am interested in how to help the environment	43,643	16.1%	99
Usually pay more for environ safe product	35,630	13.1%	103
Usually value green products over convenience	27,655	10.2%	97
Likely to buy a brand that supports a charity	93,828	34.5%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	42,666	15.7%	119
Bought hardcover book in last 12 months	58,969	21.7%	104
Bought paperback book in last 12 month	86,646	31.9%	102
Read any daily newspaper (paper version)	63,445	23.3%	89
Read any digital newspaper in last 30 days	99,435	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	250,006	92.0%	101

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# Retail Market Potential

22804 W Harts Farm Rd, Plainfield, Illinois, 60544  
 Drive Distance: 10 mile radius

Prepared by Esri  
 Latitude: 41.58768  
 Longitude: -88.17388

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	213,933	78.7%	106
Went to family restaurant/steak house: 4+ times a month	80,394	29.6%	108
Went to fast food/drive-in restaurant in last 6 months	248,045	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	115,118	42.4%	107
Fast food/drive-in last 6 months: eat in	103,385	38.0%	105
Fast food/drive-in last 6 months: home delivery	23,009	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	137,800	50.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	54,298	20.0%	103
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	102,837	37.8%	119
Own e-reader/tablet: iPad	53,664	19.7%	129
Own any portable MP3 player	96,317	35.4%	115
HH owns 1 TV	20,082	16.4%	80
HH owns 2 TVs	30,546	24.9%	96
HH owns 3 TVs	28,261	23.1%	108
HH owns 4+ TVs	28,435	23.2%	123
HH subscribes to cable TV	60,368	49.3%	99
HH subscribes to fiber optic	12,490	10.2%	134
HH has satellite dish	32,190	26.3%	103
HH owns DVD/Blu-ray player	78,697	64.2%	106
HH owns camcorder	21,368	17.4%	125
HH owns portable GPS navigation device	38,140	31.1%	113
HH purchased video game system in last 12 mos	10,628	8.7%	109
HH owns Internet video device for TV	11,078	9.0%	128
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	150,899	55.5%	111
Took 3+ domestic non-business trips in last 12 months	34,195	12.6%	113
Spent on domestic vacations in last 12 months: <\$1,000	30,629	11.3%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,192	6.7%	115
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,276	4.1%	116
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	12,865	4.7%	121
Spent on domestic vacations in last 12 months: \$3,000+	18,599	6.8%	124
Domestic travel in the 12 months: used general travel website	21,953	8.1%	119
Foreign travel in last 3 years	74,699	27.5%	114
Took 3+ foreign trips by plane in last 3 years	13,887	5.1%	114
Spent on foreign vacations in last 12 months: <\$1,000	13,670	5.0%	121
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	9,247	3.4%	104
Spent on foreign vacations in last 12 months: \$3,000+	15,744	5.8%	117
Foreign travel in last 3 years: used general travel website	17,678	6.5%	116
Nights spent in hotel/motel in last 12 months: any	124,988	46.0%	113
Took cruise of more than one day in last 3 years	26,985	9.9%	119
Member of any frequent flyer program	56,919	20.9%	128
Member of any hotel rewards program	48,780	18.0%	127

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