



Retail Market Potential

Feeney/Fraser & IL 59
 24020 W Fraser Rd, Plainfield, Illinois, 60586
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 41.58676
 Longitude: -88.20130

Demographic Summary	2016	2021
Population	12,615	13,065
Population 18+	9,260	9,742
Households	4,179	4,314
Median Household Income	\$89,073	\$99,842

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,726	51.0%	108
Bought any women's clothing in last 12 months	4,250	45.9%	104
Bought clothing for child <13 years in last 6 months	2,875	31.0%	113
Bought any shoes in last 12 months	5,295	57.2%	106
Bought costume jewelry in last 12 months	1,987	21.5%	110
Bought any fine jewelry in last 12 months	1,739	18.8%	102
Bought a watch in last 12 months	1,149	12.4%	113
Automobiles (Households)			
HH owns/leases any vehicle	3,891	93.1%	109
HH bought/leased new vehicle last 12 mo	554	13.3%	141
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	8,597	92.8%	109
Bought/changed motor oil in last 12 months	4,675	50.5%	103
Had tune-up in last 12 months	3,008	32.5%	108
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,228	67.3%	103
Drank regular cola in last 6 months	3,844	41.5%	92
Drank beer/ale in last 6 months	4,312	46.6%	109
Cameras (Adults)			
Own digital point & shoot camera	3,360	36.3%	124
Own digital single-lens reflex (SLR) camera	1,140	12.3%	143
Bought any camera in last 12 months	602	6.5%	114
Printed digital photos in last 12 months	298	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	3,490	37.7%	104
Have a smartphone	6,294	68.0%	116
Have a smartphone: Android phone (any brand)	2,510	27.1%	101
Have a smartphone: Apple iPhone	3,205	34.6%	134
Number of cell phones in household: 1	929	22.2%	69
Number of cell phones in household: 2	1,701	40.7%	109
Number of cell phones in household: 3+	1,444	34.6%	136
HH has cell phone only (no landline telephone)	1,481	35.4%	85
Computers (Households)			
HH owns a computer	3,671	87.8%	114
HH owns desktop computer	2,353	56.3%	124
HH owns laptop/notebook	2,639	63.1%	116
HH owns any Apple/Mac brand computer	800	19.1%	127
HH owns any PC/non-Apple brand computer	3,271	78.3%	115
HH purchased most recent computer in a store	1,888	45.2%	120
HH purchased most recent computer online	721	17.3%	132
Spent <\$500 on most recent home computer	662	15.8%	109
Spent \$500-\$999 on most recent home computer	984	23.5%	123
Spent \$1,000-\$1,499 on most recent home computer	513	12.3%	130
Spent \$1,500-\$1,999 on most recent home computer	236	5.6%	124
Spent \$2,000+ on most recent home computer	219	5.2%	134

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	5,125	55.3%	109
Bought brewed coffee at convenience store in last 30 days	1,439	15.5%	99
Bought cigarettes at convenience store in last 30 days	912	9.8%	79
Bought gas at convenience store in last 30 days	3,298	35.6%	108
Spent at convenience store in last 30 days: <\$20	895	9.7%	119
Spent at convenience store in last 30 days: \$20-\$39	894	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	720	7.8%	102
Spent at convenience store in last 30 days: \$51-\$99	393	4.2%	96
Spent at convenience store in last 30 days: \$100+	2,119	22.9%	100
Entertainment (Adults)			
Attended a movie in last 6 months	6,118	66.1%	111
Went to live theater in last 12 months	1,413	15.3%	117
Went to a bar/night club in last 12 months	1,723	18.6%	111
Dined out in last 12 months	4,960	53.6%	119
Gambled at a casino in last 12 months	1,467	15.8%	116
Visited a theme park in last 12 months	2,121	22.9%	130
Viewed movie (video-on-demand) in last 30 days	2,115	22.8%	134
Viewed TV show (video-on-demand) in last 30 days	1,530	16.5%	128
Watched any pay-per-view TV in last 12 months	1,461	15.8%	120
Downloaded a movie over the Internet in last 30 days	706	7.6%	106
Downloaded any individual song in last 6 months	2,281	24.6%	121
Watched a movie online in the last 30 days	1,540	16.6%	104
Watched a TV program online in last 30 days	1,563	16.9%	113
Played a video/electronic game (console) in last 12 months	999	10.8%	103
Played a video/electronic game (portable) in last 12 months	449	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	4,189	45.2%	145
Used ATM/cash machine in last 12 months	5,272	56.9%	116
Own any stock	1,005	10.9%	142
Own U.S. savings bond	658	7.1%	134
Own shares in mutual fund (stock)	911	9.8%	136
Own shares in mutual fund (bonds)	608	6.6%	135
Have interest checking account	3,372	36.4%	129
Have non-interest checking account	2,898	31.3%	111
Have savings account	5,982	64.6%	120
Have 401K retirement savings plan	1,888	20.4%	140
Own/used any credit/debit card in last 12 months	7,721	83.4%	112
Avg monthly credit card expenditures: <\$111	1,168	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	756	8.2%	119
Avg monthly credit card expenditures: \$226-\$450	670	7.2%	114
Avg monthly credit card expenditures: \$451-\$700	641	6.9%	130
Avg monthly credit card expenditures: \$701-\$1,000	535	5.8%	134
Avg monthly credit card expenditures: \$1,001+	1,204	13.0%	143
Did banking online in last 12 months	4,297	46.4%	130
Did banking on mobile device in last 12 months	1,735	18.7%	134
Paid bills online in last 12 months	4,966	53.6%	125

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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	3,051	73.0%	105
Used bread in last 6 months	3,981	95.3%	101
Used chicken (fresh or frozen) in last 6 months	3,077	73.6%	107
Used turkey (fresh or frozen) in last 6 months	715	17.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	2,368	56.7%	104
Used fresh fruit/vegetables in last 6 months	3,722	89.1%	104
Used fresh milk in last 6 months	3,780	90.5%	103
Used organic food in last 6 months	910	21.8%	111
Health (Adults)			
Exercise at home 2+ times per week	3,283	35.5%	125
Exercise at club 2+ times per week	1,655	17.9%	137
Visited a doctor in last 12 months	7,535	81.4%	107
Used vitamin/dietary supplement in last 6 months	5,262	56.8%	108
Home (Households)			
Any home improvement in last 12 months	1,447	34.6%	129
Used housekeeper/maid/professional HH cleaning service in last 12	688	16.5%	125
Purchased low ticket HH furnishings in last 12 months	814	19.5%	121
Purchased big ticket HH furnishings in last 12 months	1,016	24.3%	116
Bought any small kitchen appliance in last 12 months	1,017	24.3%	110
Bought any large kitchen appliance in last 12 months	659	15.8%	124
Insurance (Adults/Households)			
Currently carry life insurance	4,836	52.2%	122
Carry medical/hospital/accident insurance	6,717	72.5%	111
Carry homeowner insurance	5,580	60.3%	128
Carry renter's insurance	798	8.6%	106
Have auto insurance: 1 vehicle in household covered	974	23.3%	76
Have auto insurance: 2 vehicles in household covered	1,539	36.8%	129
Have auto insurance: 3+ vehicles in household covered	1,237	29.6%	136
Pets (Households)			
Household owns any pet	2,527	60.5%	112
Household owns any cat	981	23.5%	105
Household owns any dog	1,992	47.7%	117
Psychographics (Adults)			
Buying American is important to me	3,915	42.3%	100
Usually buy items on credit rather than wait	997	10.8%	92
Usually buy based on quality - not price	1,592	17.2%	96
Price is usually more important than brand name	2,278	24.6%	94
Usually use coupons for brands I buy often	1,744	18.8%	100
Am interested in how to help the environment	1,376	14.9%	91
Usually pay more for environ safe product	1,049	11.3%	89
Usually value green products over convenience	806	8.7%	83
Likely to buy a brand that supports a charity	3,271	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	1,648	17.8%	135
Bought hardcover book in last 12 months	2,315	25.0%	119
Bought paperback book in last 12 month	3,392	36.6%	117
Read any daily newspaper (paper version)	2,406	26.0%	99
Read any digital newspaper in last 30 days	3,742	40.4%	121
Read any magazine (paper/electronic version) in last 6 months	8,676	93.7%	103

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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	7,635	82.5%	111
Went to family restaurant/steak house: 4+ times a month	2,951	31.9%	116
Went to fast food/drive-in restaurant in last 6 months	8,543	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	3,978	43.0%	109
Fast food/drive-in last 6 months: eat in	3,648	39.4%	108
Fast food/drive-in last 6 months: home delivery	791	8.5%	111
Fast food/drive-in last 6 months: take-out/drive-thru	4,997	54.0%	116
Fast food/drive-in last 6 months: take-out/walk-in	2,014	21.7%	112
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,893	42.0%	133
Own e-reader/tablet: iPad	2,043	22.1%	144
Own any portable MP3 player	3,622	39.1%	127
HH owns 1 TV	584	14.0%	68
HH owns 2 TVs	1,039	24.9%	96
HH owns 3 TVs	1,044	25.0%	117
HH owns 4+ TVs	1,084	25.9%	137
HH subscribes to cable TV	2,136	51.1%	103
HH subscribes to fiber optic	448	10.7%	141
HH has satellite dish	1,145	27.4%	108
HH owns DVD/Blu-ray player	2,846	68.1%	113
HH owns camcorder	821	19.6%	141
HH owns portable GPS navigation device	1,487	35.6%	130
HH purchased video game system in last 12 mos	330	7.9%	99
HH owns Internet video device for TV	434	10.4%	147
Travel (Adults)			
Domestic travel in last 12 months	5,882	63.5%	127
Took 3+ domestic non-business trips in last 12 months	1,345	14.5%	131
Spent on domestic vacations in last 12 months: <\$1,000	1,224	13.2%	123
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	720	7.8%	133
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	461	5.0%	139
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	471	5.1%	130
Spent on domestic vacations in last 12 months: \$3,000+	762	8.2%	149
Domestic travel in the 12 months: used general travel website	806	8.7%	129
Foreign travel in last 3 years	2,835	30.6%	127
Took 3+ foreign trips by plane in last 3 years	555	6.0%	133
Spent on foreign vacations in last 12 months: <\$1,000	471	5.1%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	368	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	613	6.6%	133
Foreign travel in last 3 years: used general travel website	684	7.4%	132
Nights spent in hotel/motel in last 12 months: any	4,782	51.6%	127
Took cruise of more than one day in last 3 years	1,065	11.5%	137
Member of any frequent flyer program	2,297	24.8%	152
Member of any hotel rewards program	2,017	21.8%	154

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Demographic Summary		2016	2021
Population		106,216	108,155
Population 18+		75,666	78,079
Households		33,521	34,072
Median Household Income		\$84,177	\$96,064

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	38,092	50.3%	107
Bought any women's clothing in last 12 months	35,205	46.5%	106
Bought clothing for child <13 years in last 6 months	24,923	32.9%	120
Bought any shoes in last 12 months	43,902	58.0%	108
Bought costume jewelry in last 12 months	16,045	21.2%	109
Bought any fine jewelry in last 12 months	14,186	18.7%	102
Bought a watch in last 12 months	9,365	12.4%	112
Automobiles (Households)			
HH owns/leases any vehicle	31,093	92.8%	108
HH bought/leased new vehicle last 12 mo	4,253	12.7%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	69,457	91.8%	108
Bought/changed motor oil in last 12 months	38,223	50.5%	103
Had tune-up in last 12 months	24,949	33.0%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	51,553	68.1%	104
Drank regular cola in last 6 months	31,832	42.1%	94
Drank beer/ale in last 6 months	33,666	44.5%	104
Cameras (Adults)			
Own digital point & shoot camera	26,124	34.5%	118
Own digital single-lens reflex (SLR) camera	8,194	10.8%	126
Bought any camera in last 12 months	4,912	6.5%	114
Printed digital photos in last 12 months	2,503	3.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,236	38.6%	107
Have a smartphone	52,354	69.2%	118
Have a smartphone: Android phone (any brand)	21,233	28.1%	104
Have a smartphone: Apple iPhone	26,321	34.8%	135
Number of cell phones in household: 1	7,087	21.1%	66
Number of cell phones in household: 2	13,683	40.8%	109
Number of cell phones in household: 3+	11,919	35.6%	140
HH has cell phone only (no landline telephone)	12,924	38.6%	92
Computers (Households)			
HH owns a computer	29,324	87.5%	114
HH owns desktop computer	18,598	55.5%	123
HH owns laptop/notebook	21,328	63.6%	117
HH owns any Apple/Mac brand computer	6,060	18.1%	120
HH owns any PC/non-Apple brand computer	26,284	78.4%	115
HH purchased most recent computer in a store	14,872	44.4%	118
HH purchased most recent computer online	5,586	16.7%	127
Spent <\$500 on most recent home computer	5,127	15.3%	105
Spent \$500-\$999 on most recent home computer	7,956	23.7%	124
Spent \$1,000-\$1,499 on most recent home computer	3,873	11.6%	122
Spent \$1,500-\$1,999 on most recent home computer	1,824	5.4%	119
Spent \$2,000+ on most recent home computer	1,495	4.5%	114

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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	41,973	55.5%	109
Bought brewed coffee at convenience store in last 30 days	11,781	15.6%	99
Bought cigarettes at convenience store in last 30 days	7,264	9.6%	77
Bought gas at convenience store in last 30 days	26,772	35.4%	107
Spent at convenience store in last 30 days: <\$20	7,229	9.6%	118
Spent at convenience store in last 30 days: \$20-\$39	7,214	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	5,957	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	3,383	4.5%	101
Spent at convenience store in last 30 days: \$100+	16,962	22.4%	98
Entertainment (Adults)			
Attended a movie in last 6 months	50,265	66.4%	112
Went to live theater in last 12 months	10,499	13.9%	107
Went to a bar/night club in last 12 months	13,509	17.9%	107
Dined out in last 12 months	39,057	51.6%	115
Gambled at a casino in last 12 months	12,045	15.9%	116
Visited a theme park in last 12 months	18,341	24.2%	138
Viewed movie (video-on-demand) in last 30 days	16,591	21.9%	129
Viewed TV show (video-on-demand) in last 30 days	11,719	15.5%	120
Watched any pay-per-view TV in last 12 months	12,345	16.3%	124
Downloaded a movie over the Internet in last 30 days	5,769	7.6%	106
Downloaded any individual song in last 6 months	18,221	24.1%	118
Watched a movie online in the last 30 days	12,684	16.8%	105
Watched a TV program online in last 30 days	12,174	16.1%	108
Played a video/electronic game (console) in last 12 months	8,109	10.7%	103
Played a video/electronic game (portable) in last 12 months	3,650	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	33,231	43.9%	141
Used ATM/cash machine in last 12 months	42,761	56.5%	115
Own any stock	7,140	9.4%	123
Own U.S. savings bond	4,502	5.9%	112
Own shares in mutual fund (stock)	6,676	8.8%	122
Own shares in mutual fund (bonds)	4,701	6.2%	128
Have interest checking account	25,824	34.1%	121
Have non-interest checking account	22,604	29.9%	106
Have savings account	47,773	63.1%	117
Have 401K retirement savings plan	14,656	19.4%	133
Own/used any credit/debit card in last 12 months	61,405	81.2%	109
Avg monthly credit card expenditures: <\$111	9,477	12.5%	108
Avg monthly credit card expenditures: \$111-\$225	6,046	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	5,041	6.7%	105
Avg monthly credit card expenditures: \$451-\$700	4,944	6.5%	123
Avg monthly credit card expenditures: \$701-\$1,000	4,052	5.4%	124
Avg monthly credit card expenditures: \$1,001+	8,647	11.4%	126
Did banking online in last 12 months	35,080	46.4%	130
Did banking on mobile device in last 12 months	15,359	20.3%	145
Paid bills online in last 12 months	40,635	53.7%	125

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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	24,357	72.7%	105
Used bread in last 6 months	32,032	95.6%	102
Used chicken (fresh or frozen) in last 6 months	24,451	72.9%	106
Used turkey (fresh or frozen) in last 6 months	5,398	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	18,577	55.4%	101
Used fresh fruit/vegetables in last 6 months	29,488	88.0%	103
Used fresh milk in last 6 months	30,241	90.2%	103
Used organic food in last 6 months	7,068	21.1%	107
Health (Adults)			
Exercise at home 2+ times per week	25,609	33.8%	119
Exercise at club 2+ times per week	12,417	16.4%	126
Visited a doctor in last 12 months	59,549	78.7%	104
Used vitamin/dietary supplement in last 6 months	42,259	55.8%	106
Home (Households)			
Any home improvement in last 12 months	11,346	33.8%	126
Used housekeeper/maid/professional HH cleaning service in last 12	5,157	15.4%	117
Purchased low ticket HH furnishings in last 12 months	6,357	19.0%	118
Purchased big ticket HH furnishings in last 12 months	8,132	24.3%	116
Bought any small kitchen appliance in last 12 months	8,028	23.9%	108
Bought any large kitchen appliance in last 12 months	5,072	15.1%	119
Insurance (Adults/Households)			
Currently carry life insurance	37,852	50.0%	117
Carry medical/hospital/accident insurance	53,823	71.1%	109
Carry homeowner insurance	43,733	57.8%	123
Carry renter's insurance	6,325	8.4%	103
Have auto insurance: 1 vehicle in household covered	7,949	23.7%	77
Have auto insurance: 2 vehicles in household covered	12,133	36.2%	127
Have auto insurance: 3+ vehicles in household covered	9,691	28.9%	132
Pets (Households)			
Household owns any pet	20,263	60.4%	112
Household owns any cat	7,428	22.2%	99
Household owns any dog	16,277	48.6%	119
Psychographics (Adults)			
Buying American is important to me	31,256	41.3%	98
Usually buy items on credit rather than wait	8,393	11.1%	94
Usually buy based on quality - not price	13,870	18.3%	102
Price is usually more important than brand name	19,273	25.5%	97
Usually use coupons for brands I buy often	13,820	18.3%	97
Am interested in how to help the environment	11,230	14.8%	91
Usually pay more for environ safe product	9,441	12.5%	98
Usually value green products over convenience	7,027	9.3%	88
Likely to buy a brand that supports a charity	26,307	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	13,444	17.8%	134
Bought hardcover book in last 12 months	17,712	23.4%	112
Bought paperback book in last 12 month	25,197	33.3%	106
Read any daily newspaper (paper version)	17,065	22.6%	86
Read any digital newspaper in last 30 days	29,877	39.5%	119
Read any magazine (paper/electronic version) in last 6 months	70,402	93.0%	103

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Retail Market Potential

Feeney/Fraser & IL 59
 24020 W Fraser Rd, Plainfield, Illinois, 60586
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 41.58676
 Longitude: -88.20130

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	61,462	81.2%	109
Went to family restaurant/steak house: 4+ times a month	23,525	31.1%	113
Went to fast food/drive-in restaurant in last 6 months	69,707	92.1%	102
Went to fast food/drive-in restaurant 9+ times/mo	33,100	43.7%	111
Fast food/drive-in last 6 months: eat in	29,473	39.0%	107
Fast food/drive-in last 6 months: home delivery	6,585	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	40,621	53.7%	116
Fast food/drive-in last 6 months: take-out/walk-in	15,676	20.7%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	32,225	42.6%	134
Own e-reader/tablet: iPad	17,078	22.6%	147
Own any portable MP3 player	29,098	38.5%	125
HH owns 1 TV	4,868	14.5%	71
HH owns 2 TVs	8,319	24.8%	96
HH owns 3 TVs	8,049	24.0%	112
HH owns 4+ TVs	8,484	25.3%	134
HH subscribes to cable TV	16,363	48.8%	98
HH subscribes to fiber optic	3,661	10.9%	144
HH has satellite dish	9,571	28.6%	112
HH owns DVD/Blu-ray player	22,562	67.3%	111
HH owns camcorder	6,549	19.5%	140
HH owns portable GPS navigation device	11,530	34.4%	125
HH purchased video game system in last 12 mos	2,996	8.9%	113
HH owns Internet video device for TV	3,480	10.4%	147
Travel (Adults)			
Domestic travel in last 12 months	46,204	61.1%	122
Took 3+ domestic non-business trips in last 12 months	10,782	14.2%	128
Spent on domestic vacations in last 12 months: <\$1,000	9,428	12.5%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,441	7.2%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,530	4.7%	131
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,972	5.2%	135
Spent on domestic vacations in last 12 months: \$3,000+	5,824	7.7%	140
Domestic travel in the 12 months: used general travel website	7,062	9.3%	138
Foreign travel in last 3 years	22,699	30.0%	124
Took 3+ foreign trips by plane in last 3 years	4,274	5.6%	126
Spent on foreign vacations in last 12 months: <\$1,000	4,261	5.6%	135
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,681	3.5%	109
Spent on foreign vacations in last 12 months: \$3,000+	4,679	6.2%	125
Foreign travel in last 3 years: used general travel website	5,232	6.9%	124
Nights spent in hotel/motel in last 12 months: any	38,423	50.8%	125
Took cruise of more than one day in last 3 years	8,250	10.9%	130
Member of any frequent flyer program	18,092	23.9%	147
Member of any hotel rewards program	15,544	20.5%	145

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Demographic Summary		2016	2021
Population		223,930	229,304
Population 18+		160,631	166,171
Households		72,147	73,634
Median Household Income		\$81,685	\$92,056

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	80,324	50.0%	106
Bought any women's clothing in last 12 months	74,570	46.4%	106
Bought clothing for child <13 years in last 6 months	51,474	32.0%	116
Bought any shoes in last 12 months	92,772	57.8%	107
Bought costume jewelry in last 12 months	34,311	21.4%	109
Bought any fine jewelry in last 12 months	30,468	19.0%	103
Bought a watch in last 12 months	19,803	12.3%	112
Automobiles (Households)			
HH owns/leases any vehicle	66,225	91.8%	107
HH bought/leased new vehicle last 12 mo	9,042	12.5%	133
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	146,395	91.1%	107
Bought/changed motor oil in last 12 months	80,479	50.1%	102
Had tune-up in last 12 months	51,758	32.2%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	109,062	67.9%	104
Drank regular cola in last 6 months	67,525	42.0%	94
Drank beer/ale in last 6 months	71,847	44.7%	105
Cameras (Adults)			
Own digital point & shoot camera	54,460	33.9%	116
Own digital single-lens reflex (SLR) camera	17,012	10.6%	123
Bought any camera in last 12 months	10,302	6.4%	113
Printed digital photos in last 12 months	5,198	3.2%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	61,546	38.3%	106
Have a smartphone	109,172	68.0%	116
Have a smartphone: Android phone (any brand)	44,968	28.0%	104
Have a smartphone: Apple iPhone	54,128	33.7%	130
Number of cell phones in household: 1	16,481	22.8%	71
Number of cell phones in household: 2	29,095	40.3%	108
Number of cell phones in household: 3+	24,515	34.0%	133
HH has cell phone only (no landline telephone)	27,979	38.8%	93
Computers (Households)			
HH owns a computer	62,082	86.0%	112
HH owns desktop computer	38,840	53.8%	119
HH owns laptop/notebook	45,087	62.5%	115
HH owns any Apple/Mac brand computer	13,001	18.0%	120
HH owns any PC/non-Apple brand computer	55,427	76.8%	113
HH purchased most recent computer in a store	31,333	43.4%	115
HH purchased most recent computer online	11,675	16.2%	124
Spent <\$500 on most recent home computer	10,710	14.8%	102
Spent \$500-\$999 on most recent home computer	16,624	23.0%	121
Spent \$1,000-\$1,499 on most recent home computer	8,175	11.3%	120
Spent \$1,500-\$1,999 on most recent home computer	3,899	5.4%	119
Spent \$2,000+ on most recent home computer	3,243	4.5%	115

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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	88,628	55.2%	109
Bought brewed coffee at convenience store in last 30 days	25,266	15.7%	100
Bought cigarettes at convenience store in last 30 days	16,333	10.2%	81
Bought gas at convenience store in last 30 days	56,258	35.0%	106
Spent at convenience store in last 30 days: <\$20	15,165	9.4%	117
Spent at convenience store in last 30 days: \$20-\$39	15,144	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	12,630	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	6,963	4.3%	98
Spent at convenience store in last 30 days: \$100+	36,183	22.5%	98
Entertainment (Adults)			
Attended a movie in last 6 months	105,768	65.8%	111
Went to live theater in last 12 months	22,245	13.8%	107
Went to a bar/night club in last 12 months	28,413	17.7%	106
Dined out in last 12 months	82,170	51.2%	114
Gambled at a casino in last 12 months	25,430	15.8%	116
Visited a theme park in last 12 months	37,113	23.1%	131
Viewed movie (video-on-demand) in last 30 days	34,416	21.4%	126
Viewed TV show (video-on-demand) in last 30 days	24,337	15.2%	117
Watched any pay-per-view TV in last 12 months	25,343	15.8%	120
Downloaded a movie over the Internet in last 30 days	12,499	7.8%	108
Downloaded any individual song in last 6 months	38,097	23.7%	116
Watched a movie online in the last 30 days	26,414	16.4%	103
Watched a TV program online in last 30 days	25,702	16.0%	107
Played a video/electronic game (console) in last 12 months	17,057	10.6%	102
Played a video/electronic game (portable) in last 12 months	7,691	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	67,842	42.2%	136
Used ATM/cash machine in last 12 months	89,365	55.6%	113
Own any stock	15,110	9.4%	123
Own U.S. savings bond	9,500	5.9%	112
Own shares in mutual fund (stock)	14,375	8.9%	123
Own shares in mutual fund (bonds)	10,003	6.2%	128
Have interest checking account	54,059	33.7%	119
Have non-interest checking account	47,771	29.7%	105
Have savings account	99,349	61.8%	114
Have 401K retirement savings plan	30,231	18.8%	130
Own/used any credit/debit card in last 12 months	129,538	80.6%	108
Avg monthly credit card expenditures: <\$111	19,625	12.2%	105
Avg monthly credit card expenditures: \$111-\$225	12,130	7.6%	110
Avg monthly credit card expenditures: \$226-\$450	10,749	6.7%	106
Avg monthly credit card expenditures: \$451-\$700	10,211	6.4%	119
Avg monthly credit card expenditures: \$701-\$1,000	8,485	5.3%	123
Avg monthly credit card expenditures: \$1,001+	18,780	11.7%	129
Did banking online in last 12 months	72,391	45.1%	126
Did banking on mobile device in last 12 months	30,835	19.2%	137
Paid bills online in last 12 months	83,853	52.2%	121

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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	52,200	72.4%	104
Used bread in last 6 months	68,771	95.3%	101
Used chicken (fresh or frozen) in last 6 months	52,111	72.2%	105
Used turkey (fresh or frozen) in last 6 months	11,755	16.3%	103
Used fish/seafood (fresh or frozen) in last 6 months	40,027	55.5%	102
Used fresh fruit/vegetables in last 6 months	63,299	87.7%	102
Used fresh milk in last 6 months	64,801	89.8%	102
Used organic food in last 6 months	15,248	21.1%	107
Health (Adults)			
Exercise at home 2+ times per week	53,477	33.3%	117
Exercise at club 2+ times per week	25,638	16.0%	123
Visited a doctor in last 12 months	126,175	78.5%	104
Used vitamin/dietary supplement in last 6 months	89,800	55.9%	106
Home (Households)			
Any home improvement in last 12 months	23,617	32.7%	122
Used housekeeper/maid/professional HH cleaning service in last 12	11,330	15.7%	119
Purchased low ticket HH furnishings in last 12 months	13,526	18.7%	117
Purchased big ticket HH furnishings in last 12 months	17,332	24.0%	115
Bought any small kitchen appliance in last 12 months	17,350	24.0%	108
Bought any large kitchen appliance in last 12 months	10,712	14.8%	117
Insurance (Adults/Households)			
Currently carry life insurance	79,030	49.2%	115
Carry medical/hospital/accident insurance	113,213	70.5%	108
Carry homeowner insurance	90,674	56.4%	120
Carry renter's insurance	13,403	8.3%	102
Have auto insurance: 1 vehicle in household covered	18,128	25.1%	81
Have auto insurance: 2 vehicles in household covered	25,128	34.8%	122
Have auto insurance: 3+ vehicles in household covered	20,056	27.8%	127
Pets (Households)			
Household owns any pet	42,277	58.6%	109
Household owns any cat	15,614	21.6%	97
Household owns any dog	33,471	46.4%	114
Psychographics (Adults)			
Buying American is important to me	66,770	41.6%	98
Usually buy items on credit rather than wait	18,064	11.2%	96
Usually buy based on quality - not price	29,384	18.3%	102
Price is usually more important than brand name	41,028	25.5%	97
Usually use coupons for brands I buy often	29,489	18.4%	97
Am interested in how to help the environment	23,859	14.9%	91
Usually pay more for environ safe product	19,976	12.4%	97
Usually value green products over convenience	15,031	9.4%	89
Likely to buy a brand that supports a charity	55,931	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	27,742	17.3%	131
Bought hardcover book in last 12 months	36,975	23.0%	110
Bought paperback book in last 12 month	53,156	33.1%	105
Read any daily newspaper (paper version)	37,847	23.6%	90
Read any digital newspaper in last 30 days	62,356	38.8%	117
Read any magazine (paper/electronic version) in last 6 months	149,595	93.1%	103

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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	129,741	80.8%	108
Went to family restaurant/steak house: 4+ times a month	49,507	30.8%	112
Went to fast food/drive-in restaurant in last 6 months	147,811	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	69,264	43.1%	109
Fast food/drive-in last 6 months: eat in	62,366	38.8%	107
Fast food/drive-in last 6 months: home delivery	13,601	8.5%	110
Fast food/drive-in last 6 months: take-out/drive-thru	84,869	52.8%	114
Fast food/drive-in last 6 months: take-out/walk-in	32,788	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	66,160	41.2%	130
Own e-reader/tablet: iPad	35,001	21.8%	142
Own any portable MP3 player	60,159	37.5%	122
HH owns 1 TV	10,960	15.2%	74
HH owns 2 TVs	18,098	25.1%	97
HH owns 3 TVs	16,958	23.5%	110
HH owns 4+ TVs	17,693	24.5%	130
HH subscribes to cable TV	35,962	49.8%	100
HH subscribes to fiber optic	7,729	10.7%	141
HH has satellite dish	19,527	27.1%	107
HH owns DVD/Blu-ray player	47,828	66.3%	110
HH owns camcorder	13,573	18.8%	135
HH owns portable GPS navigation device	24,293	33.7%	123
HH purchased video game system in last 12 mos	6,299	8.7%	110
HH owns Internet video device for TV	7,081	9.8%	139
Travel (Adults)			
Domestic travel in last 12 months	96,198	59.9%	120
Took 3+ domestic non-business trips in last 12 months	22,197	13.8%	124
Spent on domestic vacations in last 12 months: <\$1,000	19,369	12.1%	112
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	11,369	7.1%	121
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	7,229	4.5%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	8,312	5.2%	133
Spent on domestic vacations in last 12 months: \$3,000+	12,211	7.6%	138
Domestic travel in the 12 months: used general travel website	14,417	9.0%	133
Foreign travel in last 3 years	47,248	29.4%	122
Took 3+ foreign trips by plane in last 3 years	8,910	5.5%	123
Spent on foreign vacations in last 12 months: <\$1,000	8,751	5.4%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	5,587	3.5%	107
Spent on foreign vacations in last 12 months: \$3,000+	10,001	6.2%	125
Foreign travel in last 3 years: used general travel website	11,072	6.9%	123
Nights spent in hotel/motel in last 12 months: any	80,035	49.8%	123
Took cruise of more than one day in last 3 years	17,449	10.9%	130
Member of any frequent flyer program	37,627	23.4%	144
Member of any hotel rewards program	32,339	20.1%	143

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