



Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

Demographic Summary		2016	2021
Population		4,133	4,356
Population 18+		3,158	3,413
Households		1,621	1,700
Median Household Income		\$81,402	\$92,487

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,647	52.2%	110
Bought any women's clothing in last 12 months	1,441	45.6%	104
Bought clothing for child <13 years in last 6 months	884	28.0%	102
Bought any shoes in last 12 months	1,783	56.5%	105
Bought costume jewelry in last 12 months	637	20.2%	103
Bought any fine jewelry in last 12 months	571	18.1%	99
Bought a watch in last 12 months	403	12.8%	116
Automobiles (Households)			
HH owns/leases any vehicle	1,505	92.8%	108
HH bought/leased new vehicle last 12 mo	210	13.0%	138
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,927	92.7%	109
Bought/changed motor oil in last 12 months	1,601	50.7%	103
Had tune-up in last 12 months	1,038	32.9%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,016	63.8%	98
Drank regular cola in last 6 months	1,280	40.5%	90
Drank beer/ale in last 6 months	1,473	46.6%	110
Cameras (Adults)			
Own digital point & shoot camera	1,149	36.4%	125
Own digital single-lens reflex (SLR) camera	370	11.7%	136
Bought any camera in last 12 months	208	6.6%	116
Printed digital photos in last 12 months	100	3.2%	108
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,150	36.4%	101
Have a smartphone	1,979	62.7%	107
Have a smartphone: Android phone (any brand)	806	25.5%	95
Have a smartphone: Apple iPhone	1,001	31.7%	123
Number of cell phones in household: 1	413	25.5%	79
Number of cell phones in household: 2	649	40.0%	107
Number of cell phones in household: 3+	505	31.2%	122
HH has cell phone only (no landline telephone)	562	34.7%	83
Computers (Households)			
HH owns a computer	1,411	87.0%	113
HH owns desktop computer	908	56.0%	124
HH owns laptop/notebook	1,024	63.2%	116
HH owns any Apple/Mac brand computer	317	19.6%	130
HH owns any PC/non-Apple brand computer	1,254	77.4%	114
HH purchased most recent computer in a store	723	44.6%	119
HH purchased most recent computer online	274	16.9%	129
Spent <\$500 on most recent home computer	252	15.5%	107
Spent \$500-\$999 on most recent home computer	381	23.5%	123
Spent \$1,000-\$1,499 on most recent home computer	198	12.2%	129
Spent \$1,500-\$1,999 on most recent home computer	93	5.7%	126
Spent \$2,000+ on most recent home computer	86	5.3%	135

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	1,700	53.8%	106
Bought brewed coffee at convenience store in last 30 days	529	16.8%	107
Bought cigarettes at convenience store in last 30 days	355	11.2%	90
Bought gas at convenience store in last 30 days	1,151	36.4%	110
Spent at convenience store in last 30 days: <\$20	295	9.3%	115
Spent at convenience store in last 30 days: \$20-\$39	282	8.9%	99
Spent at convenience store in last 30 days: \$40-\$50	235	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	141	4.5%	101
Spent at convenience store in last 30 days: \$100+	780	24.7%	108
Entertainment (Adults)			
Attended a movie in last 6 months	2,065	65.4%	110
Went to live theater in last 12 months	516	16.3%	126
Went to a bar/night club in last 12 months	594	18.8%	113
Dined out in last 12 months	1,695	53.7%	120
Gambled at a casino in last 12 months	479	15.2%	111
Visited a theme park in last 12 months	625	19.8%	112
Viewed movie (video-on-demand) in last 30 days	638	20.2%	119
Viewed TV show (video-on-demand) in last 30 days	493	15.6%	121
Watched any pay-per-view TV in last 12 months	478	15.1%	115
Downloaded a movie over the Internet in last 30 days	221	7.0%	97
Downloaded any individual song in last 6 months	750	23.7%	116
Watched a movie online in the last 30 days	476	15.1%	94
Watched a TV program online in last 30 days	514	16.3%	109
Played a video/electronic game (console) in last 12 months	318	10.1%	96
Played a video/electronic game (portable) in last 12 months	133	4.2%	92
Financial (Adults)			
Have home mortgage (1st)	1,342	42.5%	137
Used ATM/cash machine in last 12 months	1,768	56.0%	114
Own any stock	370	11.7%	153
Own U.S. savings bond	236	7.5%	141
Own shares in mutual fund (stock)	370	11.7%	161
Own shares in mutual fund (bonds)	230	7.3%	150
Have interest checking account	1,194	37.8%	134
Have non-interest checking account	1,010	32.0%	113
Have savings account	2,045	64.8%	120
Have 401K retirement savings plan	624	19.8%	136
Own/used any credit/debit card in last 12 months	2,632	83.3%	112
Avg monthly credit card expenditures: <\$111	376	11.9%	103
Avg monthly credit card expenditures: \$111-\$225	248	7.9%	114
Avg monthly credit card expenditures: \$226-\$450	241	7.6%	121
Avg monthly credit card expenditures: \$451-\$700	210	6.6%	125
Avg monthly credit card expenditures: \$701-\$1,000	207	6.6%	152
Avg monthly credit card expenditures: \$1,001+	431	13.6%	150
Did banking online in last 12 months	1,440	45.6%	128
Did banking on mobile device in last 12 months	510	16.1%	115
Paid bills online in last 12 months	1,617	51.2%	119

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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	1,168	72.1%	104
Used bread in last 6 months	1,542	95.1%	101
Used chicken (fresh or frozen) in last 6 months	1,161	71.6%	104
Used turkey (fresh or frozen) in last 6 months	266	16.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	896	55.3%	101
Used fresh fruit/vegetables in last 6 months	1,441	88.9%	104
Used fresh milk in last 6 months	1,461	90.1%	102
Used organic food in last 6 months	357	22.0%	112
Health (Adults)			
Exercise at home 2+ times per week	1,052	33.3%	117
Exercise at club 2+ times per week	520	16.5%	127
Visited a doctor in last 12 months	2,546	80.6%	106
Used vitamin/dietary supplement in last 6 months	1,794	56.8%	108
Home (Households)			
Any home improvement in last 12 months	558	34.4%	128
Used housekeeper/maid/professional HH cleaning service in last 12	285	17.6%	134
Purchased low ticket HH furnishings in last 12 months	303	18.7%	116
Purchased big ticket HH furnishings in last 12 months	387	23.9%	114
Bought any small kitchen appliance in last 12 months	381	23.5%	106
Bought any large kitchen appliance in last 12 months	241	14.9%	117
Insurance (Adults/Households)			
Currently carry life insurance	1,670	52.9%	124
Carry medical/hospital/accident insurance	2,287	72.4%	110
Carry homeowner insurance	1,892	59.9%	127
Carry renter's insurance	275	8.7%	107
Have auto insurance: 1 vehicle in household covered	414	25.5%	83
Have auto insurance: 2 vehicles in household covered	574	35.4%	124
Have auto insurance: 3+ vehicles in household covered	461	28.4%	130
Pets (Households)			
Household owns any pet	962	59.3%	110
Household owns any cat	394	24.3%	108
Household owns any dog	750	46.3%	114
Psychographics (Adults)			
Buying American is important to me	1,408	44.6%	105
Usually buy items on credit rather than wait	340	10.8%	92
Usually buy based on quality - not price	534	16.9%	94
Price is usually more important than brand name	791	25.0%	95
Usually use coupons for brands I buy often	627	19.9%	105
Am interested in how to help the environment	479	15.2%	93
Usually pay more for environ safe product	363	11.5%	90
Usually value green products over convenience	272	8.6%	82
Likely to buy a brand that supports a charity	1,114	35.3%	101
Reading (Adults)			
Bought digital book in last 12 months	525	16.6%	126
Bought hardcover book in last 12 months	811	25.7%	123
Bought paperback book in last 12 month	1,150	36.4%	116
Read any daily newspaper (paper version)	978	31.0%	118
Read any digital newspaper in last 30 days	1,262	40.0%	120
Read any magazine (paper/electronic version) in last 6 months	2,946	93.3%	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	2,580	81.7%	110
Went to family restaurant/steak house: 4+ times a month	1,015	32.1%	117
Went to fast food/drive-in restaurant in last 6 months	2,918	92.4%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,335	42.3%	107
Fast food/drive-in last 6 months: eat in	1,248	39.5%	109
Fast food/drive-in last 6 months: home delivery	260	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	1,659	52.5%	113
Fast food/drive-in last 6 months: take-out/walk-in	633	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,236	39.1%	123
Own e-reader/tablet: iPad	663	21.0%	137
Own any portable MP3 player	1,183	37.5%	122
HH owns 1 TV	240	14.8%	72
HH owns 2 TVs	417	25.7%	99
HH owns 3 TVs	404	24.9%	117
HH owns 4+ TVs	391	24.1%	128
HH subscribes to cable TV	839	51.8%	104
HH subscribes to fiber optic	163	10.1%	132
HH has satellite dish	440	27.1%	107
HH owns DVD/Blu-ray player	1,101	67.9%	112
HH owns camcorder	300	18.5%	133
HH owns portable GPS navigation device	581	35.8%	130
HH purchased video game system in last 12 mos	113	7.0%	88
HH owns Internet video device for TV	159	9.8%	139
Travel (Adults)			
Domestic travel in last 12 months	2,017	63.9%	128
Took 3+ domestic non-business trips in last 12 months	487	15.4%	139
Spent on domestic vacations in last 12 months: <\$1,000	438	13.9%	129
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	230	7.3%	125
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	167	5.3%	148
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	164	5.2%	133
Spent on domestic vacations in last 12 months: \$3,000+	250	7.9%	144
Domestic travel in the 12 months: used general travel website	287	9.1%	134
Foreign travel in last 3 years	950	30.1%	125
Took 3+ foreign trips by plane in last 3 years	187	5.9%	132
Spent on foreign vacations in last 12 months: <\$1,000	160	5.1%	122
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	128	4.1%	124
Spent on foreign vacations in last 12 months: \$3,000+	215	6.8%	137
Foreign travel in last 3 years: used general travel website	230	7.3%	130
Nights spent in hotel/motel in last 12 months: any	1,647	52.2%	128
Took cruise of more than one day in last 3 years	365	11.6%	138
Member of any frequent flyer program	790	25.0%	153
Member of any hotel rewards program	692	21.9%	155

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 Ring: 3 mile radius

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Demographic Summary		2016	2021
Population		49,710	51,371
Population 18+		34,455	36,293
Households		15,111	15,563
Median Household Income		\$94,606	\$104,850

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	17,569	51.0%	108
Bought any women's clothing in last 12 months	16,191	47.0%	107
Bought clothing for child <13 years in last 6 months	11,721	34.0%	123
Bought any shoes in last 12 months	20,386	59.2%	110
Bought costume jewelry in last 12 months	7,430	21.6%	110
Bought any fine jewelry in last 12 months	6,554	19.0%	104
Bought a watch in last 12 months	4,514	13.1%	119
Automobiles (Households)			
HH owns/leases any vehicle	14,127	93.5%	109
HH bought/leased new vehicle last 12 mo	2,177	14.4%	153
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	31,961	92.8%	109
Bought/changed motor oil in last 12 months	16,991	49.3%	100
Had tune-up in last 12 months	11,641	33.8%	112
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	23,808	69.1%	106
Drank regular cola in last 6 months	14,084	40.9%	91
Drank beer/ale in last 6 months	15,996	46.4%	109
Cameras (Adults)			
Own digital point & shoot camera	12,436	36.1%	124
Own digital single-lens reflex (SLR) camera	4,267	12.4%	144
Bought any camera in last 12 months	2,273	6.6%	116
Printed digital photos in last 12 months	1,155	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	13,243	38.4%	106
Have a smartphone	25,029	72.6%	123
Have a smartphone: Android phone (any brand)	9,521	27.6%	103
Have a smartphone: Apple iPhone	13,253	38.5%	149
Number of cell phones in household: 1	2,768	18.3%	57
Number of cell phones in household: 2	6,365	42.1%	113
Number of cell phones in household: 3+	5,731	37.9%	149
HH has cell phone only (no landline telephone)	5,452	36.1%	86
Computers (Households)			
HH owns a computer	13,556	89.7%	117
HH owns desktop computer	8,664	57.3%	127
HH owns laptop/notebook	9,959	65.9%	121
HH owns any Apple/Mac brand computer	3,188	21.1%	140
HH owns any PC/non-Apple brand computer	11,992	79.4%	117
HH purchased most recent computer in a store	6,849	45.3%	120
HH purchased most recent computer online	2,695	17.8%	136
Spent <\$500 on most recent home computer	2,185	14.5%	100
Spent \$500-\$999 on most recent home computer	3,676	24.3%	127
Spent \$1,000-\$1,499 on most recent home computer	1,874	12.4%	131
Spent \$1,500-\$1,999 on most recent home computer	913	6.0%	133
Spent \$2,000+ on most recent home computer	804	5.3%	136

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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	19,116	55.5%	109
Bought brewed coffee at convenience store in last 30 days	5,289	15.4%	98
Bought cigarettes at convenience store in last 30 days	2,897	8.4%	67
Bought gas at convenience store in last 30 days	11,740	34.1%	103
Spent at convenience store in last 30 days: <\$20	3,504	10.2%	126
Spent at convenience store in last 30 days: \$20-\$39	3,275	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	2,638	7.7%	100
Spent at convenience store in last 30 days: \$51-\$99	1,458	4.2%	96
Spent at convenience store in last 30 days: \$100+	7,369	21.4%	93
Entertainment (Adults)			
Attended a movie in last 6 months	23,544	68.3%	115
Went to live theater in last 12 months	5,073	14.7%	113
Went to a bar/night club in last 12 months	6,266	18.2%	109
Dined out in last 12 months	18,617	54.0%	120
Gambled at a casino in last 12 months	5,533	16.1%	117
Visited a theme park in last 12 months	8,680	25.2%	143
Viewed movie (video-on-demand) in last 30 days	8,316	24.1%	142
Viewed TV show (video-on-demand) in last 30 days	5,762	16.7%	130
Watched any pay-per-view TV in last 12 months	5,801	16.8%	128
Downloaded a movie over the Internet in last 30 days	2,857	8.3%	115
Downloaded any individual song in last 6 months	8,698	25.2%	124
Watched a movie online in the last 30 days	5,980	17.4%	109
Watched a TV program online in last 30 days	5,961	17.3%	116
Played a video/electronic game (console) in last 12 months	3,572	10.4%	99
Played a video/electronic game (portable) in last 12 months	1,624	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	16,100	46.7%	150
Used ATM/cash machine in last 12 months	20,115	58.4%	119
Own any stock	3,724	10.8%	141
Own U.S. savings bond	2,249	6.5%	123
Own shares in mutual fund (stock)	3,495	10.1%	140
Own shares in mutual fund (bonds)	2,395	7.0%	143
Have interest checking account	12,456	36.2%	128
Have non-interest checking account	10,376	30.1%	107
Have savings account	22,371	64.9%	120
Have 401K retirement savings plan	7,245	21.0%	145
Own/used any credit/debit card in last 12 months	28,620	83.1%	111
Avg monthly credit card expenditures: <\$111	4,107	11.9%	103
Avg monthly credit card expenditures: \$111-\$225	2,805	8.1%	118
Avg monthly credit card expenditures: \$226-\$450	2,291	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	2,375	6.9%	129
Avg monthly credit card expenditures: \$701-\$1,000	2,084	6.0%	140
Avg monthly credit card expenditures: \$1,001+	4,871	14.1%	156
Did banking online in last 12 months	17,005	49.4%	138
Did banking on mobile device in last 12 months	7,278	21.1%	151
Paid bills online in last 12 months	19,331	56.1%	130

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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	10,973	72.6%	104
Used bread in last 6 months	14,434	95.5%	102
Used chicken (fresh or frozen) in last 6 months	11,168	73.9%	107
Used turkey (fresh or frozen) in last 6 months	2,490	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	8,509	56.3%	103
Used fresh fruit/vegetables in last 6 months	13,407	88.7%	103
Used fresh milk in last 6 months	13,695	90.6%	103
Used organic food in last 6 months	3,568	23.6%	120
Health (Adults)			
Exercise at home 2+ times per week	12,313	35.7%	126
Exercise at club 2+ times per week	6,294	18.3%	140
Visited a doctor in last 12 months	27,493	79.8%	105
Used vitamin/dietary supplement in last 6 months	19,673	57.1%	108
Home (Households)			
Any home improvement in last 12 months	5,249	34.7%	130
Used housekeeper/maid/professional HH cleaning service in last 12	2,670	17.7%	134
Purchased low ticket HH furnishings in last 12 months	2,906	19.2%	120
Purchased big ticket HH furnishings in last 12 months	3,824	25.3%	121
Bought any small kitchen appliance in last 12 months	3,726	24.7%	111
Bought any large kitchen appliance in last 12 months	2,447	16.2%	127
Insurance (Adults/Households)			
Currently carry life insurance	17,774	51.6%	121
Carry medical/hospital/accident insurance	24,950	72.4%	110
Carry homeowner insurance	20,514	59.5%	127
Carry renter's insurance	2,992	8.7%	107
Have auto insurance: 1 vehicle in household covered	3,230	21.4%	69
Have auto insurance: 2 vehicles in household covered	5,838	38.6%	136
Have auto insurance: 3+ vehicles in household covered	4,533	30.0%	137
Pets (Households)			
Household owns any pet	9,152	60.6%	113
Household owns any cat	3,220	21.3%	95
Household owns any dog	7,394	48.9%	120
Psychographics (Adults)			
Buying American is important to me	13,912	40.4%	95
Usually buy items on credit rather than wait	3,968	11.5%	98
Usually buy based on quality - not price	6,297	18.3%	102
Price is usually more important than brand name	8,731	25.3%	97
Usually use coupons for brands I buy often	6,198	18.0%	95
Am interested in how to help the environment	5,218	15.1%	93
Usually pay more for environ safe product	4,239	12.3%	96
Usually value green products over convenience	3,158	9.2%	87
Likely to buy a brand that supports a charity	12,004	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	6,684	19.4%	147
Bought hardcover book in last 12 months	8,482	24.6%	118
Bought paperback book in last 12 month	12,261	35.6%	113
Read any daily newspaper (paper version)	7,710	22.4%	86
Read any digital newspaper in last 30 days	14,503	42.1%	126
Read any magazine (paper/electronic version) in last 6 months	32,373	94.0%	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.



Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

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	28,536	82.8%	111
Went to family restaurant/steak house: 4+ times a month	10,922	31.7%	115
Went to fast food/drive-in restaurant in last 6 months	31,874	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	15,166	44.0%	112
Fast food/drive-in last 6 months: eat in	13,797	40.0%	110
Fast food/drive-in last 6 months: home delivery	3,035	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	18,844	54.7%	118
Fast food/drive-in last 6 months: take-out/walk-in	7,463	21.7%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	15,992	46.4%	146
Own e-reader/tablet: iPad	8,967	26.0%	170
Own any portable MP3 player	14,020	40.7%	132
HH owns 1 TV	2,013	13.3%	65
HH owns 2 TVs	3,700	24.5%	94
HH owns 3 TVs	3,747	24.8%	116
HH owns 4+ TVs	4,063	26.9%	142
HH subscribes to cable TV	7,123	47.1%	95
HH subscribes to fiber optic	1,939	12.8%	169
HH has satellite dish	4,487	29.7%	117
HH owns DVD/Blu-ray player	10,435	69.1%	114
HH owns camcorder	3,199	21.2%	152
HH owns portable GPS navigation device	5,505	36.4%	133
HH purchased video game system in last 12 mos	1,407	9.3%	117
HH owns Internet video device for TV	1,766	11.7%	166
Travel (Adults)			
Domestic travel in last 12 months	22,383	65.0%	130
Took 3+ domestic non-business trips in last 12 months	5,108	14.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	4,342	12.6%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,763	8.0%	138
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,733	5.0%	141
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,884	5.5%	140
Spent on domestic vacations in last 12 months: \$3,000+	3,029	8.8%	160
Domestic travel in the 12 months: used general travel website	3,458	10.0%	148
Foreign travel in last 3 years	11,625	33.7%	140
Took 3+ foreign trips by plane in last 3 years	2,411	7.0%	155
Spent on foreign vacations in last 12 months: <\$1,000	2,108	6.1%	147
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,367	4.0%	122
Spent on foreign vacations in last 12 months: \$3,000+	2,657	7.7%	155
Foreign travel in last 3 years: used general travel website	2,869	8.3%	149
Nights spent in hotel/motel in last 12 months: any	18,655	54.1%	133
Took cruise of more than one day in last 3 years	4,280	12.4%	148
Member of any frequent flyer program	9,782	28.4%	174
Member of any hotel rewards program	8,141	23.6%	167

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Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

Demographic Summary		2016	2021
Population		155,518	159,239
Population 18+		109,177	113,436
Households		48,558	49,539
Median Household Income		\$85,674	\$98,082

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	54,905	50.3%	106
Bought any women's clothing in last 12 months	51,108	46.8%	107
Bought clothing for child <13 years in last 6 months	36,257	33.2%	120
Bought any shoes in last 12 months	63,896	58.5%	109
Bought costume jewelry in last 12 months	23,576	21.6%	111
Bought any fine jewelry in last 12 months	20,740	19.0%	104
Bought a watch in last 12 months	13,797	12.6%	115
Automobiles (Households)			
HH owns/leases any vehicle	45,030	92.7%	108
HH bought/leased new vehicle last 12 mo	6,478	13.3%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	100,358	91.9%	108
Bought/changed motor oil in last 12 months	54,477	49.9%	102
Had tune-up in last 12 months	36,037	33.0%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	74,736	68.5%	105
Drank regular cola in last 6 months	45,262	41.5%	92
Drank beer/ale in last 6 months	48,896	44.8%	105
Cameras (Adults)			
Own digital point & shoot camera	38,110	34.9%	120
Own digital single-lens reflex (SLR) camera	12,255	11.2%	130
Bought any camera in last 12 months	7,148	6.5%	115
Printed digital photos in last 12 months	3,591	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	42,020	38.5%	106
Have a smartphone	76,626	70.2%	119
Have a smartphone: Android phone (any brand)	30,292	27.7%	103
Have a smartphone: Apple iPhone	39,325	36.0%	139
Number of cell phones in household: 1	10,097	20.8%	65
Number of cell phones in household: 2	19,916	41.0%	110
Number of cell phones in household: 3+	17,388	35.8%	141
HH has cell phone only (no landline telephone)	18,244	37.6%	90
Computers (Households)			
HH owns a computer	42,617	87.8%	114
HH owns desktop computer	27,048	55.7%	123
HH owns laptop/notebook	31,084	64.0%	118
HH owns any Apple/Mac brand computer	9,212	19.0%	126
HH owns any PC/non-Apple brand computer	38,030	78.3%	115
HH purchased most recent computer in a store	21,569	44.4%	118
HH purchased most recent computer online	8,236	17.0%	130
Spent <\$500 on most recent home computer	7,275	15.0%	103
Spent \$500-\$999 on most recent home computer	11,484	23.7%	124
Spent \$1,000-\$1,499 on most recent home computer	5,701	11.7%	124
Spent \$1,500-\$1,999 on most recent home computer	2,726	5.6%	123
Spent \$2,000+ on most recent home computer	2,284	4.7%	120

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Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	60,329	55.3%	109
Bought brewed coffee at convenience store in last 30 days	16,941	15.5%	99
Bought cigarettes at convenience store in last 30 days	9,991	9.2%	73
Bought gas at convenience store in last 30 days	38,082	34.9%	106
Spent at convenience store in last 30 days: <\$20	10,620	9.7%	120
Spent at convenience store in last 30 days: \$20-\$39	10,277	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	8,588	7.9%	103
Spent at convenience store in last 30 days: \$51-\$99	4,771	4.4%	99
Spent at convenience store in last 30 days: \$100+	23,962	21.9%	96
Entertainment (Adults)			
Attended a movie in last 6 months	73,216	67.1%	113
Went to live theater in last 12 months	15,435	14.1%	109
Went to a bar/night club in last 12 months	19,399	17.8%	106
Dined out in last 12 months	57,119	52.3%	117
Gambled at a casino in last 12 months	17,400	15.9%	116
Visited a theme park in last 12 months	26,712	24.5%	139
Viewed movie (video-on-demand) in last 30 days	24,468	22.4%	132
Viewed TV show (video-on-demand) in last 30 days	17,142	15.7%	122
Watched any pay-per-view TV in last 12 months	17,967	16.5%	125
Downloaded a movie over the Internet in last 30 days	8,592	7.9%	110
Downloaded any individual song in last 6 months	26,652	24.4%	120
Watched a movie online in the last 30 days	18,284	16.7%	105
Watched a TV program online in last 30 days	17,965	16.5%	110
Played a video/electronic game (console) in last 12 months	11,537	10.6%	101
Played a video/electronic game (portable) in last 12 months	5,200	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	48,550	44.5%	143
Used ATM/cash machine in last 12 months	62,035	56.8%	116
Own any stock	10,842	9.9%	130
Own U.S. savings bond	6,699	6.1%	116
Own shares in mutual fund (stock)	10,247	9.4%	129
Own shares in mutual fund (bonds)	7,223	6.6%	136
Have interest checking account	37,873	34.7%	123
Have non-interest checking account	32,619	29.9%	106
Have savings account	69,146	63.3%	117
Have 401K retirement savings plan	21,552	19.7%	136
Own/used any credit/debit card in last 12 months	89,113	81.6%	110
Avg monthly credit card expenditures: <\$111	13,228	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	8,535	7.8%	114
Avg monthly credit card expenditures: \$226-\$450	7,250	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	7,230	6.6%	124
Avg monthly credit card expenditures: \$701-\$1,000	6,100	5.6%	130
Avg monthly credit card expenditures: \$1,001+	13,742	12.6%	139
Did banking online in last 12 months	51,315	47.0%	132
Did banking on mobile device in last 12 months	22,331	20.5%	146
Paid bills online in last 12 months	59,094	54.1%	126

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Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	35,128	72.3%	104
Used bread in last 6 months	46,355	95.5%	102
Used chicken (fresh or frozen) in last 6 months	35,445	73.0%	106
Used turkey (fresh or frozen) in last 6 months	7,821	16.1%	102
Used fish/seafood (fresh or frozen) in last 6 months	27,066	55.7%	102
Used fresh fruit/vegetables in last 6 months	42,795	88.1%	103
Used fresh milk in last 6 months	43,780	90.2%	102
Used organic food in last 6 months	10,612	21.9%	111
Health (Adults)			
Exercise at home 2+ times per week	37,663	34.5%	122
Exercise at club 2+ times per week	18,475	16.9%	130
Visited a doctor in last 12 months	86,126	78.9%	104
Used vitamin/dietary supplement in last 6 months	61,713	56.5%	107
Home (Households)			
Any home improvement in last 12 months	16,442	33.9%	126
Used housekeeper/maid/professional HH cleaning service in last 12	8,049	16.6%	126
Purchased low ticket HH furnishings in last 12 months	9,257	19.1%	119
Purchased big ticket HH furnishings in last 12 months	11,916	24.5%	117
Bought any small kitchen appliance in last 12 months	11,743	24.2%	109
Bought any large kitchen appliance in last 12 months	7,382	15.2%	119
Insurance (Adults/Households)			
Currently carry life insurance	54,816	50.2%	118
Carry medical/hospital/accident insurance	77,911	71.4%	109
Carry homeowner insurance	63,301	58.0%	123
Carry renter's insurance	9,216	8.4%	104
Have auto insurance: 1 vehicle in household covered	11,317	23.3%	76
Have auto insurance: 2 vehicles in household covered	17,798	36.7%	129
Have auto insurance: 3+ vehicles in household covered	14,000	28.8%	132
Pets (Households)			
Household owns any pet	28,904	59.5%	111
Household owns any cat	10,318	21.2%	95
Household owns any dog	23,251	47.9%	117
Psychographics (Adults)			
Buying American is important to me	44,659	40.9%	97
Usually buy items on credit rather than wait	12,332	11.3%	96
Usually buy based on quality - not price	19,977	18.3%	102
Price is usually more important than brand name	27,915	25.6%	97
Usually use coupons for brands I buy often	19,814	18.1%	96
Am interested in how to help the environment	16,267	14.9%	91
Usually pay more for environ safe product	13,542	12.4%	97
Usually value green products over convenience	10,057	9.2%	88
Likely to buy a brand that supports a charity	38,064	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	20,077	18.4%	139
Bought hardcover book in last 12 months	26,023	23.8%	114
Bought paperback book in last 12 month	36,945	33.8%	108
Read any daily newspaper (paper version)	24,603	22.5%	86
Read any digital newspaper in last 30 days	43,945	40.3%	121
Read any magazine (paper/electronic version) in last 6 months	101,959	93.4%	103

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Retail Market Potential

Lockport & IL 59 - Downtown Plainfield
 15101 S Route 59, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.60851
 Longitude: -88.20218

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	89,369	81.9%	110
Went to family restaurant/steak house: 4+ times a month	34,337	31.5%	114
Went to fast food/drive-in restaurant in last 6 months	100,723	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	47,843	43.8%	111
Fast food/drive-in last 6 months: eat in	43,339	39.7%	109
Fast food/drive-in last 6 months: home delivery	9,463	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	58,742	53.8%	116
Fast food/drive-in last 6 months: take-out/walk-in	22,734	20.8%	107
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	47,738	43.7%	138
Own e-reader/tablet: iPad	25,970	23.8%	155
Own any portable MP3 player	42,568	39.0%	127
HH owns 1 TV	6,866	14.1%	69
HH owns 2 TVs	11,978	24.7%	95
HH owns 3 TVs	11,676	24.0%	112
HH owns 4+ TVs	12,521	25.8%	137
HH subscribes to cable TV	23,660	48.7%	98
HH subscribes to fiber optic	5,521	11.4%	149
HH has satellite dish	13,971	28.8%	113
HH owns DVD/Blu-ray player	32,790	67.5%	112
HH owns camcorder	9,648	19.9%	142
HH owns portable GPS navigation device	16,863	34.7%	126
HH purchased video game system in last 12 mos	4,346	9.0%	113
HH owns Internet video device for TV	5,214	10.7%	152
Travel (Adults)			
Domestic travel in last 12 months	67,832	62.1%	124
Took 3+ domestic non-business trips in last 12 months	15,654	14.3%	129
Spent on domestic vacations in last 12 months: <\$1,000	13,461	12.3%	115
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,124	7.4%	128
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,182	4.7%	133
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,877	5.4%	138
Spent on domestic vacations in last 12 months: \$3,000+	8,886	8.1%	148
Domestic travel in the 12 months: used general travel website	10,518	9.6%	142
Foreign travel in last 3 years	34,286	31.4%	130
Took 3+ foreign trips by plane in last 3 years	6,663	6.1%	136
Spent on foreign vacations in last 12 months: <\$1,000	6,329	5.8%	139
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,075	3.7%	114
Spent on foreign vacations in last 12 months: \$3,000+	7,466	6.8%	138
Foreign travel in last 3 years: used general travel website	8,160	7.5%	134
Nights spent in hotel/motel in last 12 months: any	56,679	51.9%	128
Took cruise of more than one day in last 3 years	12,736	11.7%	139
Member of any frequent flyer program	28,011	25.7%	157
Member of any hotel rewards program	23,709	21.7%	154

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