



Retail Market Potential

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 41.59408
 Longitude: -88.18779

Demographic Summary		2016	2021
Population		4,401	4,556
Population 18+		3,389	3,550
Households		1,522	1,570
Median Household Income		\$85,105	\$93,301

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,722	50.8%	108
Bought any women's clothing in last 12 months	1,566	46.2%	105
Bought clothing for child <13 years in last 6 months	994	29.3%	106
Bought any shoes in last 12 months	1,912	56.4%	105
Bought costume jewelry in last 12 months	759	22.4%	115
Bought any fine jewelry in last 12 months	652	19.2%	105
Bought a watch in last 12 months	400	11.8%	107
Automobiles (Households)			
HH owns/leases any vehicle	1,418	93.2%	109
HH bought/leased new vehicle last 12 mo	194	12.7%	136
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,137	92.6%	109
Bought/changed motor oil in last 12 months	1,751	51.7%	105
Had tune-up in last 12 months	1,040	30.7%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,256	66.6%	102
Drank regular cola in last 6 months	1,415	41.8%	93
Drank beer/ale in last 6 months	1,522	44.9%	105
Cameras (Adults)			
Own digital point & shoot camera	1,237	36.5%	125
Own digital single-lens reflex (SLR) camera	383	11.3%	131
Bought any camera in last 12 months	223	6.6%	115
Printed digital photos in last 12 months	111	3.3%	112
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,267	37.4%	103
Have a smartphone	2,174	64.1%	109
Have a smartphone: Android phone (any brand)	895	26.4%	98
Have a smartphone: Apple iPhone	1,064	31.4%	121
Number of cell phones in household: 1	370	24.3%	76
Number of cell phones in household: 2	606	39.8%	106
Number of cell phones in household: 3+	500	32.9%	129
HH has cell phone only (no landline telephone)	534	35.1%	84
Computers (Households)			
HH owns a computer	1,315	86.4%	112
HH owns desktop computer	842	55.3%	122
HH owns laptop/notebook	922	60.6%	112
HH owns any Apple/Mac brand computer	256	16.8%	112
HH owns any PC/non-Apple brand computer	1,180	77.5%	114
HH purchased most recent computer in a store	685	45.0%	120
HH purchased most recent computer online	248	16.3%	125
Spent <\$500 on most recent home computer	253	16.6%	114
Spent \$500-\$999 on most recent home computer	345	22.7%	119
Spent \$1,000-\$1,499 on most recent home computer	186	12.2%	129
Spent \$1,500-\$1,999 on most recent home computer	78	5.1%	112
Spent \$2,000+ on most recent home computer	71	4.7%	119

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	1,877	55.4%	109
Bought brewed coffee at convenience store in last 30 days	535	15.8%	100
Bought cigarettes at convenience store in last 30 days	360	10.6%	85
Bought gas at convenience store in last 30 days	1,252	36.9%	112
Spent at convenience store in last 30 days: <\$20	309	9.1%	113
Spent at convenience store in last 30 days: \$20-\$39	337	9.9%	110
Spent at convenience store in last 30 days: \$40-\$50	269	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	146	4.3%	97
Spent at convenience store in last 30 days: \$100+	809	23.9%	104
Entertainment (Adults)			
Attended a movie in last 6 months	2,158	63.7%	107
Went to live theater in last 12 months	519	15.3%	118
Went to a bar/night club in last 12 months	631	18.6%	111
Dined out in last 12 months	1,801	53.1%	118
Gambled at a casino in last 12 months	528	15.6%	114
Visited a theme park in last 12 months	733	21.6%	123
Viewed movie (video-on-demand) in last 30 days	728	21.5%	126
Viewed TV show (video-on-demand) in last 30 days	530	15.6%	121
Watched any pay-per-view TV in last 12 months	506	14.9%	114
Downloaded a movie over the Internet in last 30 days	229	6.8%	94
Downloaded any individual song in last 6 months	805	23.8%	116
Watched a movie online in the last 30 days	523	15.4%	97
Watched a TV program online in last 30 days	531	15.7%	105
Played a video/electronic game (console) in last 12 months	369	10.9%	104
Played a video/electronic game (portable) in last 12 months	167	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	1,471	43.4%	140
Used ATM/cash machine in last 12 months	1,871	55.2%	112
Own any stock	350	10.3%	135
Own U.S. savings bond	249	7.3%	139
Own shares in mutual fund (stock)	309	9.1%	126
Own shares in mutual fund (bonds)	215	6.3%	131
Have interest checking account	1,206	35.6%	126
Have non-interest checking account	1,079	31.8%	113
Have savings account	2,150	63.4%	117
Have 401K retirement savings plan	662	19.5%	134
Own/used any credit/debit card in last 12 months	2,789	82.3%	110
Avg monthly credit card expenditures: <\$111	449	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	264	7.8%	113
Avg monthly credit card expenditures: \$226-\$450	254	7.5%	118
Avg monthly credit card expenditures: \$451-\$700	234	6.9%	130
Avg monthly credit card expenditures: \$701-\$1,000	178	5.3%	122
Avg monthly credit card expenditures: \$1,001+	383	11.3%	125
Did banking online in last 12 months	1,454	42.9%	120
Did banking on mobile device in last 12 months	577	17.0%	122
Paid bills online in last 12 months	1,725	50.9%	118

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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	1,132	74.4%	107
Used bread in last 6 months	1,453	95.5%	102
Used chicken (fresh or frozen) in last 6 months	1,120	73.6%	107
Used turkey (fresh or frozen) in last 6 months	270	17.7%	112
Used fish/seafood (fresh or frozen) in last 6 months	870	57.2%	105
Used fresh fruit/vegetables in last 6 months	1,354	89.0%	104
Used fresh milk in last 6 months	1,377	90.5%	103
Used organic food in last 6 months	292	19.2%	97
Health (Adults)			
Exercise at home 2+ times per week	1,177	34.7%	122
Exercise at club 2+ times per week	573	16.9%	130
Visited a doctor in last 12 months	2,782	82.1%	108
Used vitamin/dietary supplement in last 6 months	1,934	57.1%	108
Home (Households)			
Any home improvement in last 12 months	534	35.1%	131
Used housekeeper/maid/professional HH cleaning service in last 12	232	15.2%	116
Purchased low ticket HH furnishings in last 12 months	302	19.8%	123
Purchased big ticket HH furnishings in last 12 months	355	23.3%	112
Bought any small kitchen appliance in last 12 months	366	24.0%	108
Bought any large kitchen appliance in last 12 months	233	15.3%	120
Insurance (Adults/Households)			
Currently carry life insurance	1,771	52.3%	122
Carry medical/hospital/accident insurance	2,451	72.3%	110
Carry homeowner insurance	2,077	61.3%	130
Carry renter's insurance	264	7.8%	96
Have auto insurance: 1 vehicle in household covered	363	23.9%	77
Have auto insurance: 2 vehicles in household covered	532	35.0%	123
Have auto insurance: 3+ vehicles in household covered	463	30.4%	139
Pets (Households)			
Household owns any pet	924	60.7%	113
Household owns any cat	373	24.5%	109
Household owns any dog	719	47.2%	116
Psychographics (Adults)			
Buying American is important to me	1,497	44.2%	104
Usually buy items on credit rather than wait	347	10.2%	87
Usually buy based on quality - not price	565	16.7%	93
Price is usually more important than brand name	814	24.0%	92
Usually use coupons for brands I buy often	650	19.2%	101
Am interested in how to help the environment	472	13.9%	85
Usually pay more for environ safe product	360	10.6%	83
Usually value green products over convenience	276	8.1%	77
Likely to buy a brand that supports a charity	1,199	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	569	16.8%	127
Bought hardcover book in last 12 months	819	24.2%	115
Bought paperback book in last 12 month	1,209	35.7%	114
Read any daily newspaper (paper version)	951	28.1%	107
Read any digital newspaper in last 30 days	1,297	38.3%	115
Read any magazine (paper/electronic version) in last 6 months	3,154	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	2,774	81.9%	110
Went to family restaurant/steak house: 4+ times a month	1,085	32.0%	117
Went to fast food/drive-in restaurant in last 6 months	3,117	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,430	42.2%	107
Fast food/drive-in last 6 months: eat in	1,331	39.3%	108
Fast food/drive-in last 6 months: home delivery	274	8.1%	105
Fast food/drive-in last 6 months: take-out/drive-thru	1,800	53.1%	115
Fast food/drive-in last 6 months: take-out/walk-in	726	21.4%	110
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,293	38.2%	120
Own e-reader/tablet: iPad	622	18.4%	120
Own any portable MP3 player	1,262	37.2%	121
HH owns 1 TV	214	14.1%	69
HH owns 2 TVs	376	24.7%	95
HH owns 3 TVs	371	24.4%	114
HH owns 4+ TVs	401	26.3%	139
HH subscribes to cable TV	824	54.1%	109
HH subscribes to fiber optic	135	8.9%	117
HH has satellite dish	400	26.3%	103
HH owns DVD/Blu-ray player	1,019	67.0%	111
HH owns camcorder	282	18.5%	133
HH owns portable GPS navigation device	534	35.1%	128
HH purchased video game system in last 12 mos	108	7.1%	89
HH owns Internet video device for TV	140	9.2%	130
Travel (Adults)			
Domestic travel in last 12 months	2,056	60.7%	121
Took 3+ domestic non-business trips in last 12 months	476	14.0%	126
Spent on domestic vacations in last 12 months: <\$1,000	431	12.7%	119
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	243	7.2%	123
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	162	4.8%	134
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	180	5.3%	136
Spent on domestic vacations in last 12 months: \$3,000+	256	7.6%	137
Domestic travel in the 12 months: used general travel website	265	7.8%	116
Foreign travel in last 3 years	933	27.5%	114
Took 3+ foreign trips by plane in last 3 years	158	4.7%	104
Spent on foreign vacations in last 12 months: <\$1,000	148	4.4%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	128	3.8%	116
Spent on foreign vacations in last 12 months: \$3,000+	186	5.5%	111
Foreign travel in last 3 years: used general travel website	211	6.2%	111
Nights spent in hotel/motel in last 12 months: any	1,676	49.5%	122
Took cruise of more than one day in last 3 years	359	10.6%	126
Member of any frequent flyer program	704	20.8%	127
Member of any hotel rewards program	662	19.5%	138

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 Ring: 3 mile radius

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Demographic Summary		2016	2021
Population		63,844	64,986
Population 18+		45,934	47,457
Households		20,701	21,013
Median Household Income		\$83,215	\$93,570

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,255	50.6%	107
Bought any women's clothing in last 12 months	21,348	46.5%	106
Bought clothing for child <13 years in last 6 months	14,913	32.5%	118
Bought any shoes in last 12 months	26,637	58.0%	108
Bought costume jewelry in last 12 months	9,895	21.5%	110
Bought any fine jewelry in last 12 months	8,685	18.9%	103
Bought a watch in last 12 months	5,704	12.4%	113
Automobiles (Households)			
HH owns/leases any vehicle	19,247	93.0%	109
HH bought/leased new vehicle last 12 mo	2,679	12.9%	138
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	42,327	92.1%	108
Bought/changed motor oil in last 12 months	23,236	50.6%	103
Had tune-up in last 12 months	15,026	32.7%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	31,202	67.9%	104
Drank regular cola in last 6 months	19,192	41.8%	93
Drank beer/ale in last 6 months	20,638	44.9%	105
Cameras (Adults)			
Own digital point & shoot camera	16,187	35.2%	121
Own digital single-lens reflex (SLR) camera	5,150	11.2%	130
Bought any camera in last 12 months	3,032	6.6%	116
Printed digital photos in last 12 months	1,532	3.3%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	17,658	38.4%	106
Have a smartphone	31,701	69.0%	117
Have a smartphone: Android phone (any brand)	12,730	27.7%	103
Have a smartphone: Apple iPhone	16,036	34.9%	135
Number of cell phones in household: 1	4,432	21.4%	67
Number of cell phones in household: 2	8,449	40.8%	109
Number of cell phones in household: 3+	7,303	35.3%	139
HH has cell phone only (no landline telephone)	7,785	37.6%	90
Computers (Households)			
HH owns a computer	18,124	87.6%	114
HH owns desktop computer	11,572	55.9%	123
HH owns laptop/notebook	13,121	63.4%	117
HH owns any Apple/Mac brand computer	3,777	18.2%	121
HH owns any PC/non-Apple brand computer	16,229	78.4%	115
HH purchased most recent computer in a store	9,268	44.8%	119
HH purchased most recent computer online	3,499	16.9%	129
Spent <\$500 on most recent home computer	3,223	15.6%	107
Spent \$500-\$999 on most recent home computer	4,906	23.7%	124
Spent \$1,000-\$1,499 on most recent home computer	2,448	11.8%	125
Spent \$1,500-\$1,999 on most recent home computer	1,131	5.5%	120
Spent \$2,000+ on most recent home computer	957	4.6%	118

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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	25,479	55.5%	109
Bought brewed coffee at convenience store in last 30 days	7,147	15.6%	99
Bought cigarettes at convenience store in last 30 days	4,424	9.6%	77
Bought gas at convenience store in last 30 days	16,478	35.9%	109
Spent at convenience store in last 30 days: <\$20	4,385	9.5%	118
Spent at convenience store in last 30 days: \$20-\$39	4,397	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	3,647	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	2,015	4.4%	99
Spent at convenience store in last 30 days: \$100+	10,415	22.7%	99
Entertainment (Adults)			
Attended a movie in last 6 months	30,442	66.3%	111
Went to live theater in last 12 months	6,523	14.2%	109
Went to a bar/night club in last 12 months	8,299	18.1%	108
Dined out in last 12 months	23,975	52.2%	116
Gambled at a casino in last 12 months	7,261	15.8%	115
Visited a theme park in last 12 months	11,010	24.0%	136
Viewed movie (video-on-demand) in last 30 days	10,179	22.2%	130
Viewed TV show (video-on-demand) in last 30 days	7,210	15.7%	122
Watched any pay-per-view TV in last 12 months	7,478	16.3%	124
Downloaded a movie over the Internet in last 30 days	3,489	7.6%	106
Downloaded any individual song in last 6 months	11,194	24.4%	119
Watched a movie online in the last 30 days	7,591	16.5%	103
Watched a TV program online in last 30 days	7,483	16.3%	109
Played a video/electronic game (console) in last 12 months	4,910	10.7%	102
Played a video/electronic game (portable) in last 12 months	2,204	4.8%	105
Financial (Adults)			
Have home mortgage (1st)	20,388	44.4%	143
Used ATM/cash machine in last 12 months	26,032	56.7%	115
Own any stock	4,533	9.9%	129
Own U.S. savings bond	2,842	6.2%	117
Own shares in mutual fund (stock)	4,211	9.2%	126
Own shares in mutual fund (bonds)	2,950	6.4%	132
Have interest checking account	16,014	34.9%	124
Have non-interest checking account	13,929	30.3%	107
Have savings account	29,211	63.6%	118
Have 401K retirement savings plan	9,098	19.8%	136
Own/used any credit/debit card in last 12 months	37,562	81.8%	110
Avg monthly credit card expenditures: <\$111	5,776	12.6%	108
Avg monthly credit card expenditures: \$111-\$225	3,655	8.0%	116
Avg monthly credit card expenditures: \$226-\$450	3,124	6.8%	107
Avg monthly credit card expenditures: \$451-\$700	3,067	6.7%	125
Avg monthly credit card expenditures: \$701-\$1,000	2,481	5.4%	125
Avg monthly credit card expenditures: \$1,001+	5,451	11.9%	131
Did banking online in last 12 months	21,262	46.3%	130
Did banking on mobile device in last 12 months	9,152	19.9%	142
Paid bills online in last 12 months	24,607	53.6%	124

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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	15,120	73.0%	105
Used bread in last 6 months	19,780	95.6%	102
Used chicken (fresh or frozen) in last 6 months	15,170	73.3%	106
Used turkey (fresh or frozen) in last 6 months	3,401	16.4%	104
Used fish/seafood (fresh or frozen) in last 6 months	11,562	55.9%	102
Used fresh fruit/vegetables in last 6 months	18,276	88.3%	103
Used fresh milk in last 6 months	18,696	90.3%	103
Used organic food in last 6 months	4,363	21.1%	107
Health (Adults)			
Exercise at home 2+ times per week	15,866	34.5%	122
Exercise at club 2+ times per week	7,725	16.8%	129
Visited a doctor in last 12 months	36,524	79.5%	105
Used vitamin/dietary supplement in last 6 months	25,802	56.2%	106
Home (Households)			
Any home improvement in last 12 months	7,111	34.4%	128
Used housekeeper/maid/professional HH cleaning service in last 12	3,261	15.8%	120
Purchased low ticket HH furnishings in last 12 months	4,006	19.4%	120
Purchased big ticket HH furnishings in last 12 months	5,029	24.3%	116
Bought any small kitchen appliance in last 12 months	4,998	24.1%	109
Bought any large kitchen appliance in last 12 months	3,158	15.3%	120
Insurance (Adults/Households)			
Currently carry life insurance	23,336	50.8%	119
Carry medical/hospital/accident insurance	32,870	71.6%	109
Carry homeowner insurance	26,966	58.7%	125
Carry renter's insurance	3,850	8.4%	103
Have auto insurance: 1 vehicle in household covered	4,836	23.4%	76
Have auto insurance: 2 vehicles in household covered	7,508	36.3%	127
Have auto insurance: 3+ vehicles in household covered	6,113	29.5%	135
Pets (Households)			
Household owns any pet	12,537	60.6%	113
Household owns any cat	4,675	22.6%	101
Household owns any dog	10,039	48.5%	119
Psychographics (Adults)			
Buying American is important to me	19,105	41.6%	98
Usually buy items on credit rather than wait	4,989	10.9%	93
Usually buy based on quality - not price	8,245	17.9%	100
Price is usually more important than brand name	11,567	25.2%	96
Usually use coupons for brands I buy often	8,418	18.3%	97
Am interested in how to help the environment	6,755	14.7%	90
Usually pay more for environ safe product	5,520	12.0%	94
Usually value green products over convenience	4,115	9.0%	85
Likely to buy a brand that supports a charity	16,046	34.9%	100
Reading (Adults)			
Bought digital book in last 12 months	8,261	18.0%	136
Bought hardcover book in last 12 months	10,950	23.8%	114
Bought paperback book in last 12 month	15,632	34.0%	108
Read any daily newspaper (paper version)	10,758	23.4%	90
Read any digital newspaper in last 30 days	18,252	39.7%	119
Read any magazine (paper/electronic version) in last 6 months	42,800	93.2%	103

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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

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 41.59408
 Longitude: -88.18779

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	37,503	81.6%	109
Went to family restaurant/steak house: 4+ times a month	14,445	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	42,364	92.2%	103
Went to fast food/drive-in restaurant 9+ times/mo	19,998	43.5%	110
Fast food/drive-in last 6 months: eat in	18,043	39.3%	108
Fast food/drive-in last 6 months: home delivery	3,964	8.6%	113
Fast food/drive-in last 6 months: take-out/drive-thru	24,762	53.9%	116
Fast food/drive-in last 6 months: take-out/walk-in	9,636	21.0%	108
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	19,543	42.5%	134
Own e-reader/tablet: iPad	10,317	22.5%	146
Own any portable MP3 player	17,788	38.7%	126
HH owns 1 TV	2,926	14.1%	69
HH owns 2 TVs	5,124	24.8%	95
HH owns 3 TVs	5,019	24.2%	113
HH owns 4+ TVs	5,331	25.8%	136
HH subscribes to cable TV	10,260	49.6%	100
HH subscribes to fiber optic	2,203	10.6%	140
HH has satellite dish	5,907	28.5%	112
HH owns DVD/Blu-ray player	14,028	67.8%	112
HH owns camcorder	4,072	19.7%	141
HH owns portable GPS navigation device	7,205	34.8%	127
HH purchased video game system in last 12 mos	1,772	8.6%	108
HH owns Internet video device for TV	2,155	10.4%	148
Travel (Adults)			
Domestic travel in last 12 months	28,363	61.7%	123
Took 3+ domestic non-business trips in last 12 months	6,623	14.4%	130
Spent on domestic vacations in last 12 months: <\$1,000	5,820	12.7%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,356	7.3%	125
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,189	4.8%	133
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,421	5.3%	135
Spent on domestic vacations in last 12 months: \$3,000+	3,636	7.9%	144
Domestic travel in the 12 months: used general travel website	4,218	9.2%	136
Foreign travel in last 3 years	13,825	30.1%	125
Took 3+ foreign trips by plane in last 3 years	2,615	5.7%	127
Spent on foreign vacations in last 12 months: <\$1,000	2,503	5.4%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,683	3.7%	112
Spent on foreign vacations in last 12 months: \$3,000+	2,913	6.3%	128
Foreign travel in last 3 years: used general travel website	3,221	7.0%	126
Nights spent in hotel/motel in last 12 months: any	23,520	51.2%	126
Took cruise of more than one day in last 3 years	5,113	11.1%	133
Member of any frequent flyer program	11,070	24.1%	148
Member of any hotel rewards program	9,656	21.0%	149

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Retail Market Potential

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.59408
 Longitude: -88.18779

Demographic Summary		2016	2021
Population		168,955	172,138
Population 18+		120,762	124,479
Households		55,365	56,219
Median Household Income		\$78,599	\$87,567

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	60,175	49.8%	105
Bought any women's clothing in last 12 months	55,802	46.2%	105
Bought clothing for child <13 years in last 6 months	38,915	32.2%	117
Bought any shoes in last 12 months	69,538	57.6%	107
Bought costume jewelry in last 12 months	25,760	21.3%	109
Bought any fine jewelry in last 12 months	22,748	18.8%	103
Bought a watch in last 12 months	14,740	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	50,647	91.5%	107
HH bought/leased new vehicle last 12 mo	6,689	12.1%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	109,824	90.9%	107
Bought/changed motor oil in last 12 months	60,616	50.2%	102
Had tune-up in last 12 months	38,929	32.2%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	81,891	67.8%	104
Drank regular cola in last 6 months	51,006	42.2%	94
Drank beer/ale in last 6 months	53,811	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	40,716	33.7%	116
Own digital single-lens reflex (SLR) camera	12,621	10.5%	121
Bought any camera in last 12 months	7,728	6.4%	112
Printed digital photos in last 12 months	3,900	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	46,399	38.4%	106
Have a smartphone	82,179	68.1%	116
Have a smartphone: Android phone (any brand)	34,161	28.3%	105
Have a smartphone: Apple iPhone	40,540	33.6%	130
Number of cell phones in household: 1	12,998	23.5%	73
Number of cell phones in household: 2	22,219	40.1%	107
Number of cell phones in household: 3+	18,481	33.4%	131
HH has cell phone only (no landline telephone)	21,975	39.7%	95
Computers (Households)			
HH owns a computer	47,348	85.5%	111
HH owns desktop computer	29,490	53.3%	118
HH owns laptop/notebook	34,387	62.1%	114
HH owns any Apple/Mac brand computer	9,642	17.4%	116
HH owns any PC/non-Apple brand computer	42,424	76.6%	113
HH purchased most recent computer in a store	23,811	43.0%	114
HH purchased most recent computer online	8,875	16.0%	123
Spent <\$500 on most recent home computer	8,310	15.0%	103
Spent \$500-\$999 on most recent home computer	12,656	22.9%	120
Spent \$1,000-\$1,499 on most recent home computer	6,100	11.0%	116
Spent \$1,500-\$1,999 on most recent home computer	2,908	5.3%	115
Spent \$2,000+ on most recent home computer	2,398	4.3%	110

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Retail Market Potential

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
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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	66,619	55.2%	109
Bought brewed coffee at convenience store in last 30 days	18,926	15.7%	100
Bought cigarettes at convenience store in last 30 days	12,152	10.1%	80
Bought gas at convenience store in last 30 days	42,338	35.1%	106
Spent at convenience store in last 30 days: <\$20	11,437	9.5%	117
Spent at convenience store in last 30 days: \$20-\$39	11,241	9.3%	103
Spent at convenience store in last 30 days: \$40-\$50	9,533	7.9%	104
Spent at convenience store in last 30 days: \$51-\$99	5,316	4.4%	99
Spent at convenience store in last 30 days: \$100+	27,061	22.4%	98
Entertainment (Adults)			
Attended a movie in last 6 months	79,559	65.9%	111
Went to live theater in last 12 months	16,488	13.7%	105
Went to a bar/night club in last 12 months	21,319	17.7%	106
Dined out in last 12 months	61,322	50.8%	113
Gambled at a casino in last 12 months	19,021	15.8%	115
Visited a theme park in last 12 months	28,217	23.4%	133
Viewed movie (video-on-demand) in last 30 days	25,575	21.2%	125
Viewed TV show (video-on-demand) in last 30 days	18,032	14.9%	116
Watched any pay-per-view TV in last 12 months	19,099	15.8%	120
Downloaded a movie over the Internet in last 30 days	9,447	7.8%	109
Downloaded any individual song in last 6 months	28,657	23.7%	116
Watched a movie online in the last 30 days	20,141	16.7%	104
Watched a TV program online in last 30 days	19,384	16.1%	107
Played a video/electronic game (console) in last 12 months	13,009	10.8%	103
Played a video/electronic game (portable) in last 12 months	5,944	4.9%	108
Financial (Adults)			
Have home mortgage (1st)	50,754	42.0%	135
Used ATM/cash machine in last 12 months	66,856	55.4%	113
Own any stock	11,156	9.2%	121
Own U.S. savings bond	7,112	5.9%	111
Own shares in mutual fund (stock)	10,460	8.7%	119
Own shares in mutual fund (bonds)	7,307	6.1%	124
Have interest checking account	40,359	33.4%	119
Have non-interest checking account	35,791	29.6%	105
Have savings account	74,529	61.7%	114
Have 401K retirement savings plan	22,321	18.5%	127
Own/used any credit/debit card in last 12 months	97,214	80.5%	108
Avg monthly credit card expenditures: <\$111	14,842	12.3%	106
Avg monthly credit card expenditures: \$111-\$225	9,271	7.7%	111
Avg monthly credit card expenditures: \$226-\$450	7,995	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	7,682	6.4%	119
Avg monthly credit card expenditures: \$701-\$1,000	6,303	5.2%	121
Avg monthly credit card expenditures: \$1,001+	13,632	11.3%	124
Did banking online in last 12 months	54,194	44.9%	126
Did banking on mobile device in last 12 months	23,425	19.4%	139
Paid bills online in last 12 months	63,020	52.2%	121

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Retail Market Potential

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.59408
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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	39,971	72.2%	104
Used bread in last 6 months	52,768	95.3%	101
Used chicken (fresh or frozen) in last 6 months	39,866	72.0%	104
Used turkey (fresh or frozen) in last 6 months	8,882	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	30,645	55.4%	101
Used fresh fruit/vegetables in last 6 months	48,462	87.5%	102
Used fresh milk in last 6 months	49,664	89.7%	102
Used organic food in last 6 months	11,529	20.8%	106
Health (Adults)			
Exercise at home 2+ times per week	40,309	33.4%	118
Exercise at club 2+ times per week	19,247	15.9%	122
Visited a doctor in last 12 months	94,525	78.3%	103
Used vitamin/dietary supplement in last 6 months	67,333	55.8%	106
Home (Households)			
Any home improvement in last 12 months	17,744	32.0%	119
Used housekeeper/maid/professional HH cleaning service in last 12	8,508	15.4%	117
Purchased low ticket HH furnishings in last 12 months	10,332	18.7%	116
Purchased big ticket HH furnishings in last 12 months	13,253	23.9%	115
Bought any small kitchen appliance in last 12 months	13,268	24.0%	108
Bought any large kitchen appliance in last 12 months	8,067	14.6%	114
Insurance (Adults/Households)			
Currently carry life insurance	58,930	48.8%	114
Carry medical/hospital/accident insurance	84,879	70.3%	107
Carry homeowner insurance	67,440	55.8%	119
Carry renter's insurance	10,326	8.6%	105
Have auto insurance: 1 vehicle in household covered	14,321	25.9%	84
Have auto insurance: 2 vehicles in household covered	19,099	34.5%	121
Have auto insurance: 3+ vehicles in household covered	14,978	27.1%	124
Pets (Households)			
Household owns any pet	31,986	57.8%	107
Household owns any cat	11,804	21.3%	95
Household owns any dog	25,365	45.8%	112
Psychographics (Adults)			
Buying American is important to me	49,890	41.3%	98
Usually buy items on credit rather than wait	13,596	11.3%	96
Usually buy based on quality - not price	22,150	18.3%	102
Price is usually more important than brand name	30,764	25.5%	97
Usually use coupons for brands I buy often	22,179	18.4%	97
Am interested in how to help the environment	18,159	15.0%	92
Usually pay more for environ safe product	15,119	12.5%	98
Usually value green products over convenience	11,383	9.4%	90
Likely to buy a brand that supports a charity	42,010	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	20,803	17.2%	130
Bought hardcover book in last 12 months	27,837	23.1%	110
Bought paperback book in last 12 month	39,862	33.0%	105
Read any daily newspaper (paper version)	27,894	23.1%	88
Read any digital newspaper in last 30 days	46,670	38.6%	116
Read any magazine (paper/electronic version) in last 6 months	112,432	93.1%	103

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Retail Market Potential

15900 S Lincoln Hwy, Plainfield, Illinois, 60544
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 41.59408
 Longitude: -88.18779

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	97,523	80.8%	108
Went to family restaurant/steak house: 4+ times a month	37,346	30.9%	113
Went to fast food/drive-in restaurant in last 6 months	110,993	91.9%	102
Went to fast food/drive-in restaurant 9+ times/mo	52,370	43.4%	110
Fast food/drive-in last 6 months: eat in	46,949	38.9%	107
Fast food/drive-in last 6 months: home delivery	10,447	8.7%	113
Fast food/drive-in last 6 months: take-out/drive-thru	63,664	52.7%	114
Fast food/drive-in last 6 months: take-out/walk-in	24,631	20.4%	105
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	49,703	41.2%	130
Own e-reader/tablet: iPad	26,225	21.7%	142
Own any portable MP3 player	45,169	37.4%	121
HH owns 1 TV	8,587	15.5%	76
HH owns 2 TVs	13,971	25.2%	97
HH owns 3 TVs	12,931	23.4%	109
HH owns 4+ TVs	13,302	24.0%	127
HH subscribes to cable TV	27,715	50.1%	101
HH subscribes to fiber optic	5,641	10.2%	134
HH has satellite dish	14,918	26.9%	106
HH owns DVD/Blu-ray player	36,444	65.8%	109
HH owns camcorder	10,180	18.4%	132
HH owns portable GPS navigation device	18,240	32.9%	120
HH purchased video game system in last 12 mos	4,816	8.7%	110
HH owns Internet video device for TV	5,395	9.7%	138
Travel (Adults)			
Domestic travel in last 12 months	71,876	59.5%	119
Took 3+ domestic non-business trips in last 12 months	16,369	13.6%	122
Spent on domestic vacations in last 12 months: <\$1,000	14,580	12.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	8,505	7.0%	121
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	5,443	4.5%	126
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,155	5.1%	131
Spent on domestic vacations in last 12 months: \$3,000+	8,953	7.4%	135
Domestic travel in the 12 months: used general travel website	10,798	8.9%	132
Foreign travel in last 3 years	35,279	29.2%	121
Took 3+ foreign trips by plane in last 3 years	6,619	5.5%	122
Spent on foreign vacations in last 12 months: <\$1,000	6,580	5.4%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,205	3.5%	107
Spent on foreign vacations in last 12 months: \$3,000+	7,327	6.1%	122
Foreign travel in last 3 years: used general travel website	8,230	6.8%	122
Nights spent in hotel/motel in last 12 months: any	59,793	49.5%	122
Took cruise of more than one day in last 3 years	12,909	10.7%	128
Member of any frequent flyer program	27,904	23.1%	142
Member of any hotel rewards program	24,002	19.9%	141

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