



# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 41.60798  
 Longitude: -88.22115

Demographic Summary		2016	2021
Population		6,931	7,549
Population 18+		4,748	5,318
Households		2,282	2,473
Median Household Income		\$95,126	\$107,766

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	2,456	51.7%	109
Bought any women's clothing in last 12 months	2,259	47.6%	108
Bought clothing for child <13 years in last 6 months	1,589	33.5%	121
Bought any shoes in last 12 months	2,848	60.0%	111
Bought costume jewelry in last 12 months	1,017	21.4%	110
Bought any fine jewelry in last 12 months	922	19.4%	106
Bought a watch in last 12 months	673	14.2%	129
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,142	93.9%	110
HH bought/leased new vehicle last 12 mo	373	16.3%	174
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,454	93.8%	110
Bought/changed motor oil in last 12 months	2,235	47.1%	96
Had tune-up in last 12 months	1,665	35.1%	116
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,269	68.9%	105
Drank regular cola in last 6 months	1,836	38.7%	86
Drank beer/ale in last 6 months	2,333	49.1%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,782	37.5%	129
Own digital single-lens reflex (SLR) camera	672	14.2%	164
Bought any camera in last 12 months	313	6.6%	116
Printed digital photos in last 12 months	153	3.2%	110
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	1,822	38.4%	106
Have a smartphone	3,542	74.6%	127
Have a smartphone: Android phone (any brand)	1,234	26.0%	97
Have a smartphone: Apple iPhone	1,995	42.0%	163
Number of cell phones in household: 1	406	17.8%	55
Number of cell phones in household: 2	971	42.6%	114
Number of cell phones in household: 3+	873	38.3%	150
HH has cell phone only (no landline telephone)	738	32.3%	77
<b>Computers (Households)</b>			
HH owns a computer	2,088	91.5%	119
HH owns desktop computer	1,339	58.7%	130
HH owns laptop/notebook	1,554	68.1%	126
HH owns any Apple/Mac brand computer	574	25.2%	167
HH owns any PC/non-Apple brand computer	1,805	79.1%	116
HH purchased most recent computer in a store	1,046	45.8%	122
HH purchased most recent computer online	428	18.8%	143
Spent <\$500 on most recent home computer	312	13.7%	94
Spent \$500-\$999 on most recent home computer	550	24.1%	126
Spent \$1,000-\$1,499 on most recent home computer	308	13.5%	143
Spent \$1,500-\$1,999 on most recent home computer	153	6.7%	147
Spent \$2,000+ on most recent home computer	147	6.4%	164

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,602	54.8%	108
Bought brewed coffee at convenience store in last 30 days	752	15.8%	101
Bought cigarettes at convenience store in last 30 days	384	8.1%	65
Bought gas at convenience store in last 30 days	1,536	32.4%	98
Spent at convenience store in last 30 days: <\$20	511	10.8%	133
Spent at convenience store in last 30 days: \$20-\$39	445	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	342	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	184	3.9%	88
Spent at convenience store in last 30 days: \$100+	987	20.8%	91
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,335	70.2%	118
Went to live theater in last 12 months	795	16.7%	129
Went to a bar/night club in last 12 months	908	19.1%	114
Dined out in last 12 months	2,714	57.2%	127
Gambled at a casino in last 12 months	751	15.8%	115
Visited a theme park in last 12 months	1,166	24.6%	139
Viewed movie (video-on-demand) in last 30 days	1,250	26.3%	155
Viewed TV show (video-on-demand) in last 30 days	882	18.6%	144
Watched any pay-per-view TV in last 12 months	806	17.0%	129
Downloaded a movie over the Internet in last 30 days	427	9.0%	125
Downloaded any individual song in last 6 months	1,231	25.9%	127
Watched a movie online in the last 30 days	831	17.5%	109
Watched a TV program online in last 30 days	898	18.9%	127
Played a video/electronic game (console) in last 12 months	449	9.5%	91
Played a video/electronic game (portable) in last 12 months	200	4.2%	93
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,325	49.0%	157
Used ATM/cash machine in last 12 months	2,868	60.4%	123
Own any stock	624	13.1%	172
Own U.S. savings bond	355	7.5%	141
Own shares in mutual fund (stock)	611	12.9%	177
Own shares in mutual fund (bonds)	397	8.4%	172
Have interest checking account	1,866	39.3%	139
Have non-interest checking account	1,445	30.4%	108
Have savings account	3,165	66.7%	123
Have 401K retirement savings plan	1,088	22.9%	158
Own/used any credit/debit card in last 12 months	4,046	85.2%	114
Avg monthly credit card expenditures: <\$111	497	10.5%	90
Avg monthly credit card expenditures: \$111-\$225	374	7.9%	114
Avg monthly credit card expenditures: \$226-\$450	332	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	346	7.3%	137
Avg monthly credit card expenditures: \$701-\$1,000	342	7.2%	167
Avg monthly credit card expenditures: \$1,001+	872	18.4%	202
Did banking online in last 12 months	2,496	52.6%	147
Did banking on mobile device in last 12 months	983	20.7%	148
Paid bills online in last 12 months	2,756	58.0%	135

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,640	71.9%	103
Used bread in last 6 months	2,172	95.2%	101
Used chicken (fresh or frozen) in last 6 months	1,684	73.8%	107
Used turkey (fresh or frozen) in last 6 months	374	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	1,284	56.3%	103
Used fresh fruit/vegetables in last 6 months	2,041	89.4%	104
Used fresh milk in last 6 months	2,072	90.8%	103
Used organic food in last 6 months	610	26.7%	136
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,751	36.9%	130
Exercise at club 2+ times per week	968	20.4%	157
Visited a doctor in last 12 months	3,845	81.0%	107
Used vitamin/dietary supplement in last 6 months	2,816	59.3%	112
<b>Home (Households)</b>			
Any home improvement in last 12 months	811	35.5%	133
Used housekeeper/maid/professional HH cleaning service in last 12	490	21.5%	163
Purchased low ticket HH furnishings in last 12 months	445	19.5%	121
Purchased big ticket HH furnishings in last 12 months	594	26.0%	125
Bought any small kitchen appliance in last 12 months	570	25.0%	113
Bought any large kitchen appliance in last 12 months	386	16.9%	133
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,534	53.4%	125
Carry medical/hospital/accident insurance	3,486	73.4%	112
Carry homeowner insurance	2,899	61.1%	130
Carry renter's insurance	436	9.2%	113
Have auto insurance: 1 vehicle in household covered	477	20.9%	68
Have auto insurance: 2 vehicles in household covered	922	40.4%	142
Have auto insurance: 3+ vehicles in household covered	668	29.3%	134
<b>Pets (Households)</b>			
Household owns any pet	1,345	58.9%	110
Household owns any cat	465	20.4%	91
Household owns any dog	1,073	47.0%	115
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,893	39.9%	94
Usually buy items on credit rather than wait	579	12.2%	104
Usually buy based on quality - not price	856	18.0%	100
Price is usually more important than brand name	1,205	25.4%	97
Usually use coupons for brands I buy often	865	18.2%	96
Am interested in how to help the environment	748	15.8%	97
Usually pay more for environ safe product	582	12.3%	96
Usually value green products over convenience	426	9.0%	85
Likely to buy a brand that supports a charity	1,646	34.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	996	21.0%	159
Bought hardcover book in last 12 months	1,274	26.8%	128
Bought paperback book in last 12 month	1,843	38.8%	124
Read any daily newspaper (paper version)	1,192	25.1%	96
Read any digital newspaper in last 30 days	2,182	46.0%	138
Read any magazine (paper/electronic version) in last 6 months	4,520	95.2%	105

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,023	84.7%	114
Went to family restaurant/steak house: 4+ times a month	1,563	32.9%	120
Went to fast food/drive-in restaurant in last 6 months	4,421	93.1%	104
Went to fast food/drive-in restaurant 9+ times/mo	2,086	43.9%	111
Fast food/drive-in last 6 months: eat in	1,966	41.4%	114
Fast food/drive-in last 6 months: home delivery	421	8.9%	116
Fast food/drive-in last 6 months: take-out/drive-thru	2,644	55.7%	120
Fast food/drive-in last 6 months: take-out/walk-in	1,040	21.9%	113
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	2,359	49.7%	157
Own e-reader/tablet: iPad	1,414	29.8%	194
Own any portable MP3 player	2,029	42.7%	139
HH owns 1 TV	292	12.8%	63
HH owns 2 TVs	566	24.8%	96
HH owns 3 TVs	575	25.2%	118
HH owns 4+ TVs	622	27.3%	144
HH subscribes to cable TV	1,093	47.9%	96
HH subscribes to fiber optic	344	15.1%	198
HH has satellite dish	655	28.7%	113
HH owns DVD/Blu-ray player	1,603	70.2%	116
HH owns camcorder	505	22.1%	158
HH owns portable GPS navigation device	870	38.1%	139
HH purchased video game system in last 12 mos	207	9.1%	114
HH owns Internet video device for TV	288	12.6%	179
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,318	69.9%	140
Took 3+ domestic non-business trips in last 12 months	761	16.0%	144
Spent on domestic vacations in last 12 months: <\$1,000	609	12.8%	120
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	424	8.9%	153
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	260	5.5%	153
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	276	5.8%	149
Spent on domestic vacations in last 12 months: \$3,000+	485	10.2%	185
Domestic travel in the 12 months: used general travel website	537	11.3%	167
Foreign travel in last 3 years	1,827	38.5%	160
Took 3+ foreign trips by plane in last 3 years	414	8.7%	194
Spent on foreign vacations in last 12 months: <\$1,000	314	6.6%	159
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	224	4.7%	145
Spent on foreign vacations in last 12 months: \$3,000+	463	9.8%	196
Foreign travel in last 3 years: used general travel website	484	10.2%	183
Nights spent in hotel/motel in last 12 months: any	2,781	58.6%	144
Took cruise of more than one day in last 3 years	694	14.6%	174
Member of any frequent flyer program	1,646	34.7%	212
Member of any hotel rewards program	1,311	27.6%	196

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# Retail Market Potential

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Demographic Summary		2016	2021
Population		38,415	39,878
Population 18+		26,447	28,106
Households		11,557	11,970
Median Household Income		\$100,137	\$108,643

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	13,565	51.3%	109
Bought any women's clothing in last 12 months	12,458	47.1%	107
Bought clothing for child <13 years in last 6 months	9,018	34.1%	124
Bought any shoes in last 12 months	15,724	59.5%	110
Bought costume jewelry in last 12 months	5,745	21.7%	111
Bought any fine jewelry in last 12 months	5,074	19.2%	105
Bought a watch in last 12 months	3,566	13.5%	122
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	10,843	93.8%	110
HH bought/leased new vehicle last 12 mo	1,749	15.1%	161
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	24,693	93.4%	110
Bought/changed motor oil in last 12 months	12,911	48.8%	99
Had tune-up in last 12 months	8,961	33.9%	112
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	18,294	69.2%	106
Drank regular cola in last 6 months	10,650	40.3%	90
Drank beer/ale in last 6 months	12,506	47.3%	111
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	9,769	36.9%	127
Own digital single-lens reflex (SLR) camera	3,469	13.1%	152
Bought any camera in last 12 months	1,774	6.7%	118
Printed digital photos in last 12 months	897	3.4%	116
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	10,085	38.1%	106
Have a smartphone	19,425	73.4%	125
Have a smartphone: Android phone (any brand)	7,200	27.2%	101
Have a smartphone: Apple iPhone	10,478	39.6%	153
Number of cell phones in household: 1	2,043	17.7%	55
Number of cell phones in household: 2	4,918	42.6%	114
Number of cell phones in household: 3+	4,429	38.3%	151
HH has cell phone only (no landline telephone)	3,979	34.4%	82
<b>Computers (Households)</b>			
HH owns a computer	10,438	90.3%	118
HH owns desktop computer	6,717	58.1%	128
HH owns laptop/notebook	7,661	66.3%	122
HH owns any Apple/Mac brand computer	2,563	22.2%	148
HH owns any PC/non-Apple brand computer	9,187	79.5%	117
HH purchased most recent computer in a store	5,274	45.6%	121
HH purchased most recent computer online	2,102	18.2%	139
Spent <\$500 on most recent home computer	1,646	14.2%	98
Spent \$500-\$999 on most recent home computer	2,817	24.4%	128
Spent \$1,000-\$1,499 on most recent home computer	1,477	12.8%	135
Spent \$1,500-\$1,999 on most recent home computer	715	6.2%	136
Spent \$2,000+ on most recent home computer	658	5.7%	145

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	14,601	55.2%	109
Bought brewed coffee at convenience store in last 30 days	4,054	15.3%	98
Bought cigarettes at convenience store in last 30 days	2,155	8.1%	65
Bought gas at convenience store in last 30 days	8,926	33.8%	102
Spent at convenience store in last 30 days: <\$20	2,753	10.4%	129
Spent at convenience store in last 30 days: \$20-\$39	2,495	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	1,993	7.5%	99
Spent at convenience store in last 30 days: \$51-\$99	1,078	4.1%	92
Spent at convenience store in last 30 days: \$100+	5,622	21.3%	93
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	18,194	68.8%	116
Went to live theater in last 12 months	4,019	15.2%	117
Went to a bar/night club in last 12 months	4,832	18.3%	109
Dined out in last 12 months	14,573	55.1%	123
Gambled at a casino in last 12 months	4,228	16.0%	117
Visited a theme park in last 12 months	6,628	25.1%	142
Viewed movie (video-on-demand) in last 30 days	6,624	25.0%	147
Viewed TV show (video-on-demand) in last 30 days	4,522	17.1%	132
Watched any pay-per-view TV in last 12 months	4,505	17.0%	130
Downloaded a movie over the Internet in last 30 days	2,235	8.5%	118
Downloaded any individual song in last 6 months	6,767	25.6%	125
Watched a movie online in the last 30 days	4,580	17.3%	108
Watched a TV program online in last 30 days	4,675	17.7%	118
Played a video/electronic game (console) in last 12 months	2,670	10.1%	97
Played a video/electronic game (portable) in last 12 months	1,231	4.7%	102
<b>Financial (Adults)</b>			
Have home mortgage (1st)	12,615	47.7%	153
Used ATM/cash machine in last 12 months	15,583	58.9%	120
Own any stock	3,066	11.6%	152
Own U.S. savings bond	1,795	6.8%	128
Own shares in mutual fund (stock)	2,855	10.8%	149
Own shares in mutual fund (bonds)	1,927	7.3%	150
Have interest checking account	9,864	37.3%	132
Have non-interest checking account	8,019	30.3%	107
Have savings account	17,366	65.7%	122
Have 401K retirement savings plan	5,749	21.7%	150
Own/used any credit/debit card in last 12 months	22,192	83.9%	113
Avg monthly credit card expenditures: <\$111	3,089	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	2,159	8.2%	119
Avg monthly credit card expenditures: \$226-\$450	1,754	6.6%	105
Avg monthly credit card expenditures: \$451-\$700	1,884	7.1%	134
Avg monthly credit card expenditures: \$701-\$1,000	1,675	6.3%	147
Avg monthly credit card expenditures: \$1,001+	4,050	15.3%	169
Did banking online in last 12 months	13,265	50.2%	141
Did banking on mobile device in last 12 months	5,549	21.0%	150
Paid bills online in last 12 months	15,002	56.7%	132

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	8,400	72.7%	105
Used bread in last 6 months	11,040	95.5%	102
Used chicken (fresh or frozen) in last 6 months	8,583	74.3%	108
Used turkey (fresh or frozen) in last 6 months	1,928	16.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	6,565	56.8%	104
Used fresh fruit/vegetables in last 6 months	10,287	89.0%	104
Used fresh milk in last 6 months	10,485	90.7%	103
Used organic food in last 6 months	2,840	24.6%	125
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	9,652	36.5%	129
Exercise at club 2+ times per week	5,063	19.1%	147
Visited a doctor in last 12 months	21,304	80.6%	106
Used vitamin/dietary supplement in last 6 months	15,303	57.9%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	4,055	35.1%	131
Used housekeeper/maid/professional HH cleaning service in last 12	2,169	18.8%	143
Purchased low ticket HH furnishings in last 12 months	2,233	19.3%	120
Purchased big ticket HH furnishings in last 12 months	2,950	25.5%	122
Bought any small kitchen appliance in last 12 months	2,877	24.9%	112
Bought any large kitchen appliance in last 12 months	1,923	16.6%	131
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	13,880	52.5%	123
Carry medical/hospital/accident insurance	19,312	73.0%	111
Carry homeowner insurance	16,018	60.6%	129
Carry renter's insurance	2,342	8.9%	109
Have auto insurance: 1 vehicle in household covered	2,380	20.6%	67
Have auto insurance: 2 vehicles in household covered	4,581	39.6%	139
Have auto insurance: 3+ vehicles in household covered	3,513	30.4%	139
<b>Pets (Households)</b>			
Household owns any pet	6,972	60.3%	112
Household owns any cat	2,447	21.2%	94
Household owns any dog	5,634	48.7%	120
<b>Psychographics (Adults)</b>			
Buying American is important to me	10,722	40.5%	96
Usually buy items on credit rather than wait	3,079	11.6%	99
Usually buy based on quality - not price	4,771	18.0%	101
Price is usually more important than brand name	6,697	25.3%	97
Usually use coupons for brands I buy often	4,749	18.0%	95
Am interested in how to help the environment	4,022	15.2%	93
Usually pay more for environ safe product	3,148	11.9%	93
Usually value green products over convenience	2,362	8.9%	85
Likely to buy a brand that supports a charity	9,246	35.0%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	5,299	20.0%	152
Bought hardcover book in last 12 months	6,682	25.3%	121
Bought paperback book in last 12 month	9,735	36.8%	117
Read any daily newspaper (paper version)	6,098	23.1%	88
Read any digital newspaper in last 30 days	11,389	43.1%	129
Read any magazine (paper/electronic version) in last 6 months	24,938	94.3%	104

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# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 41.60798  
 Longitude: -88.22115

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	22,125	83.7%	112
Went to family restaurant/steak house: 4+ times a month	8,553	32.3%	118
Went to fast food/drive-in restaurant in last 6 months	24,535	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	11,648	44.0%	112
Fast food/drive-in last 6 months: eat in	10,735	40.6%	112
Fast food/drive-in last 6 months: home delivery	2,331	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	14,595	55.2%	119
Fast food/drive-in last 6 months: take-out/walk-in	5,855	22.1%	114
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	12,597	47.6%	150
Own e-reader/tablet: iPad	7,180	27.1%	177
Own any portable MP3 player	10,945	41.4%	134
HH owns 1 TV	1,459	12.6%	62
HH owns 2 TVs	2,813	24.3%	94
HH owns 3 TVs	2,910	25.2%	118
HH owns 4+ TVs	3,199	27.7%	147
HH subscribes to cable TV	5,436	47.0%	95
HH subscribes to fiber optic	1,565	13.5%	178
HH has satellite dish	3,471	30.0%	118
HH owns DVD/Blu-ray player	8,058	69.7%	115
HH owns camcorder	2,488	21.5%	154
HH owns portable GPS navigation device	4,293	37.1%	135
HH purchased video game system in last 12 mos	1,071	9.3%	117
HH owns Internet video device for TV	1,407	12.2%	173
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	17,594	66.5%	133
Took 3+ domestic non-business trips in last 12 months	3,943	14.9%	134
Spent on domestic vacations in last 12 months: <\$1,000	3,352	12.7%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,203	8.3%	143
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,375	5.2%	145
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,445	5.5%	140
Spent on domestic vacations in last 12 months: \$3,000+	2,438	9.2%	167
Domestic travel in the 12 months: used general travel website	2,681	10.1%	150
Foreign travel in last 3 years	9,265	35.0%	145
Took 3+ foreign trips by plane in last 3 years	1,981	7.5%	166
Spent on foreign vacations in last 12 months: <\$1,000	1,631	6.2%	148
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,114	4.2%	129
Spent on foreign vacations in last 12 months: \$3,000+	2,202	8.3%	168
Foreign travel in last 3 years: used general travel website	2,364	8.9%	160
Nights spent in hotel/motel in last 12 months: any	14,659	55.4%	137
Took cruise of more than one day in last 3 years	3,468	13.1%	156
Member of any frequent flyer program	7,948	30.1%	184
Member of any hotel rewards program	6,577	24.9%	176

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# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 41.60798  
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Demographic Summary		2016	2021
Population		147,117	151,175
Population 18+		102,065	106,474
Households		45,305	46,397
Median Household Income		\$88,321	\$100,941

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	51,480	50.4%	107
Bought any women's clothing in last 12 months	47,919	46.9%	107
Bought clothing for child <13 years in last 6 months	34,514	33.8%	123
Bought any shoes in last 12 months	60,078	58.9%	109
Bought costume jewelry in last 12 months	22,037	21.6%	111
Bought any fine jewelry in last 12 months	19,424	19.0%	104
Bought a watch in last 12 months	12,988	12.7%	116
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	42,080	92.9%	109
HH bought/leased new vehicle last 12 mo	6,105	13.5%	143
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	93,896	92.0%	108
Bought/changed motor oil in last 12 months	50,836	49.8%	101
Had tune-up in last 12 months	33,967	33.3%	110
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	70,136	68.7%	105
Drank regular cola in last 6 months	42,326	41.5%	92
Drank beer/ale in last 6 months	45,906	45.0%	106
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	35,797	35.1%	120
Own digital single-lens reflex (SLR) camera	11,634	11.4%	132
Bought any camera in last 12 months	6,742	6.6%	116
Printed digital photos in last 12 months	3,385	3.3%	113
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	39,480	38.7%	107
Have a smartphone	72,697	71.2%	121
Have a smartphone: Android phone (any brand)	28,545	28.0%	104
Have a smartphone: Apple iPhone	37,532	36.8%	142
Number of cell phones in household: 1	9,054	20.0%	62
Number of cell phones in household: 2	18,730	41.3%	111
Number of cell phones in household: 3+	16,555	36.5%	144
HH has cell phone only (no landline telephone)	17,250	38.1%	91
<b>Computers (Households)</b>			
HH owns a computer	40,004	88.3%	115
HH owns desktop computer	25,391	56.0%	124
HH owns laptop/notebook	29,296	64.7%	119
HH owns any Apple/Mac brand computer	8,749	19.3%	128
HH owns any PC/non-Apple brand computer	35,661	78.7%	116
HH purchased most recent computer in a store	20,239	44.7%	119
HH purchased most recent computer online	7,793	17.2%	132
Spent <\$500 on most recent home computer	6,761	14.9%	103
Spent \$500-\$999 on most recent home computer	10,802	23.8%	125
Spent \$1,000-\$1,499 on most recent home computer	5,368	11.8%	125
Spent \$1,500-\$1,999 on most recent home computer	2,568	5.7%	124
Spent \$2,000+ on most recent home computer	2,164	4.8%	122

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# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 41.60798  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	56,588	55.4%	109
Bought brewed coffee at convenience store in last 30 days	15,706	15.4%	98
Bought cigarettes at convenience store in last 30 days	9,137	9.0%	72
Bought gas at convenience store in last 30 days	35,591	34.9%	106
Spent at convenience store in last 30 days: <\$20	10,045	9.8%	122
Spent at convenience store in last 30 days: \$20-\$39	9,616	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	7,982	7.8%	103
Spent at convenience store in last 30 days: \$51-\$99	4,447	4.4%	98
Spent at convenience store in last 30 days: \$100+	22,304	21.9%	95
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	68,890	67.5%	114
Went to live theater in last 12 months	14,372	14.1%	108
Went to a bar/night club in last 12 months	18,253	17.9%	107
Dined out in last 12 months	53,566	52.5%	117
Gambled at a casino in last 12 months	16,215	15.9%	116
Visited a theme park in last 12 months	25,460	24.9%	142
Viewed movie (video-on-demand) in last 30 days	23,144	22.7%	133
Viewed TV show (video-on-demand) in last 30 days	16,114	15.8%	122
Watched any pay-per-view TV in last 12 months	16,972	16.6%	126
Downloaded a movie over the Internet in last 30 days	8,197	8.0%	112
Downloaded any individual song in last 6 months	25,254	24.7%	121
Watched a movie online in the last 30 days	17,360	17.0%	106
Watched a TV program online in last 30 days	17,024	16.7%	112
Played a video/electronic game (console) in last 12 months	10,814	10.6%	101
Played a video/electronic game (portable) in last 12 months	4,863	4.8%	105
<b>Financial (Adults)</b>			
Have home mortgage (1st)	45,863	44.9%	145
Used ATM/cash machine in last 12 months	58,363	57.2%	116
Own any stock	10,140	9.9%	130
Own U.S. savings bond	6,246	6.1%	116
Own shares in mutual fund (stock)	9,603	9.4%	130
Own shares in mutual fund (bonds)	6,763	6.6%	136
Have interest checking account	35,436	34.7%	123
Have non-interest checking account	30,476	29.9%	106
Have savings account	64,882	63.6%	118
Have 401K retirement savings plan	20,386	20.0%	137
Own/used any credit/debit card in last 12 months	83,424	81.7%	110
Avg monthly credit card expenditures: <\$111	12,360	12.1%	104
Avg monthly credit card expenditures: \$111-\$225	8,058	7.9%	115
Avg monthly credit card expenditures: \$226-\$450	6,708	6.6%	104
Avg monthly credit card expenditures: \$451-\$700	6,792	6.7%	125
Avg monthly credit card expenditures: \$701-\$1,000	5,749	5.6%	131
Avg monthly credit card expenditures: \$1,001+	12,936	12.7%	140
Did banking online in last 12 months	48,593	47.6%	133
Did banking on mobile device in last 12 months	21,341	20.9%	149
Paid bills online in last 12 months	55,811	54.7%	127

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# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 41.60798  
 Longitude: -88.22115

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	32,866	72.5%	104
Used bread in last 6 months	43,271	95.5%	102
Used chicken (fresh or frozen) in last 6 months	33,169	73.2%	106
Used turkey (fresh or frozen) in last 6 months	7,266	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	25,224	55.7%	102
Used fresh fruit/vegetables in last 6 months	39,941	88.2%	103
Used fresh milk in last 6 months	40,914	90.3%	103
Used organic food in last 6 months	10,041	22.2%	113
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	35,489	34.8%	123
Exercise at club 2+ times per week	17,500	17.1%	132
Visited a doctor in last 12 months	80,381	78.8%	104
Used vitamin/dietary supplement in last 6 months	57,567	56.4%	107
<b>Home (Households)</b>			
Any home improvement in last 12 months	15,400	34.0%	127
Used housekeeper/maid/professional HH cleaning service in last 12	7,525	16.6%	126
Purchased low ticket HH furnishings in last 12 months	8,693	19.2%	119
Purchased big ticket HH furnishings in last 12 months	11,224	24.8%	119
Bought any small kitchen appliance in last 12 months	11,018	24.3%	110
Bought any large kitchen appliance in last 12 months	6,960	15.4%	121
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	51,355	50.3%	118
Carry medical/hospital/accident insurance	72,804	71.3%	109
Carry homeowner insurance	59,139	57.9%	123
Carry renter's insurance	8,714	8.5%	105
Have auto insurance: 1 vehicle in household covered	10,351	22.8%	74
Have auto insurance: 2 vehicles in household covered	16,786	37.1%	130
Have auto insurance: 3+ vehicles in household covered	13,177	29.1%	133
<b>Pets (Households)</b>			
Household owns any pet	27,099	59.8%	111
Household owns any cat	9,551	21.1%	94
Household owns any dog	21,913	48.4%	119
<b>Psychographics (Adults)</b>			
Buying American is important to me	41,323	40.5%	96
Usually buy items on credit rather than wait	11,488	11.3%	96
Usually buy based on quality - not price	18,751	18.4%	102
Price is usually more important than brand name	26,055	25.5%	97
Usually use coupons for brands I buy often	18,375	18.0%	95
Am interested in how to help the environment	15,246	14.9%	92
Usually pay more for environ safe product	12,711	12.5%	98
Usually value green products over convenience	9,392	9.2%	88
Likely to buy a brand that supports a charity	35,536	34.8%	100
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	19,084	18.7%	141
Bought hardcover book in last 12 months	24,371	23.9%	114
Bought paperback book in last 12 month	34,600	33.9%	108
Read any daily newspaper (paper version)	22,349	21.9%	84
Read any digital newspaper in last 30 days	41,567	40.7%	122
Read any magazine (paper/electronic version) in last 6 months	95,376	93.4%	103

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# Retail Market Potential

Wallin Dr & Lockport/126  
 24720 W Soldier Dr, Plainfield, Illinois, 60544  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 41.60798  
 Longitude: -88.22115

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	83,684	82.0%	110
Went to family restaurant/steak house: 4+ times a month	32,068	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	94,239	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	45,061	44.1%	112
Fast food/drive-in last 6 months: eat in	40,563	39.7%	109
Fast food/drive-in last 6 months: home delivery	8,973	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	55,291	54.2%	117
Fast food/drive-in last 6 months: take-out/walk-in	21,381	20.9%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	45,466	44.5%	140
Own e-reader/tablet: iPad	24,923	24.4%	159
Own any portable MP3 player	40,333	39.5%	128
HH owns 1 TV	6,349	14.0%	69
HH owns 2 TVs	11,167	24.6%	95
HH owns 3 TVs	10,923	24.1%	113
HH owns 4+ TVs	11,757	26.0%	137
HH subscribes to cable TV	21,736	48.0%	97
HH subscribes to fiber optic	5,245	11.6%	152
HH has satellite dish	13,253	29.3%	115
HH owns DVD/Blu-ray player	30,790	68.0%	112
HH owns camcorder	9,160	20.2%	145
HH owns portable GPS navigation device	15,833	34.9%	127
HH purchased video game system in last 12 mos	4,146	9.2%	115
HH owns Internet video device for TV	4,987	11.0%	156
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	63,883	62.6%	125
Took 3+ domestic non-business trips in last 12 months	14,734	14.4%	130
Spent on domestic vacations in last 12 months: <\$1,000	12,656	12.4%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,663	7.5%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,909	4.8%	135
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	5,532	5.4%	139
Spent on domestic vacations in last 12 months: \$3,000+	8,392	8.2%	149
Domestic travel in the 12 months: used general travel website	10,014	9.8%	145
Foreign travel in last 3 years	32,478	31.8%	132
Took 3+ foreign trips by plane in last 3 years	6,385	6.3%	139
Spent on foreign vacations in last 12 months: <\$1,000	6,014	5.9%	141
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,803	3.7%	114
Spent on foreign vacations in last 12 months: \$3,000+	7,104	7.0%	140
Foreign travel in last 3 years: used general travel website	7,748	7.6%	136
Nights spent in hotel/motel in last 12 months: any	53,525	52.4%	129
Took cruise of more than one day in last 3 years	11,992	11.7%	140
Member of any frequent flyer program	26,704	26.2%	160
Member of any hotel rewards program	22,473	22.0%	156

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