



Retail Marketplace Potential

Mount Zion village, IL (1751206)

Geography: Place

Demographic Summary		2018	2023
Population		5,871	5,753
Population 18+		4,415	4,343
Households		2,246	2,212
Median Household Income		\$70,542	\$77,519

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,215	50.2%	106
Bought any women's clothing in last 12 months	1,954	44.3%	102
Bought clothing for child <13 years in last 6 months	1,241	28.1%	105
Bought any shoes in last 12 months	2,389	54.1%	101
Bought costume jewelry in last 12 months	768	17.4%	96
Bought any fine jewelry in last 12 months	754	17.1%	96
Bought a watch in last 12 months	655	14.8%	94
Automobiles (Households)			
HH owns/leases any vehicle	2,086	92.9%	108
HH bought/leased new vehicle last 12 mo	242	10.8%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,024	91.1%	107
Bought/changed motor oil in last 12 months	2,263	51.3%	107
Had tune-up in last 12 months	1,157	26.2%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,098	70.2%	101
Drank regular cola in last 6 months	1,907	43.2%	98
Drank beer/ale in last 6 months	1,914	43.4%	103
Cameras (Adults)			
Own digital point & shoot camera/camcorder	623	14.1%	121
Own digital SLR camera/camcorder	432	9.8%	126
Printed digital photos in last 12 months	1,130	25.6%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,609	36.4%	101
Have a smartphone	3,577	81.0%	102
Have a smartphone: Android phone (any brand)	1,733	39.3%	101
Have a smartphone: Apple iPhone	1,731	39.2%	102
Number of cell phones in household: 1	529	23.6%	76
Number of cell phones in household: 2	940	41.9%	109
Number of cell phones in household: 3+	732	32.6%	118
HH has cell phone only (no landline telephone)	1,173	52.2%	99
Computers (Households)			
HH owns a computer	1,842	82.0%	110
HH owns desktop computer	1,024	45.6%	119
HH owns laptop/notebook	1,406	62.6%	111
HH owns any Apple/Mac brand computer	379	16.9%	95
HH owns any PC/non-Apple brand computer	1,604	71.4%	114
HH purchased most recent computer in a store	960	42.7%	116
HH purchased most recent computer online	336	15.0%	111
Spent <\$500 on most recent home computer	412	18.3%	121
Spent \$500-\$999 on most recent home computer	466	20.7%	118
Spent \$1,000-\$1,499 on most recent home computer	245	10.9%	115
Spent \$1,500-\$1,999 on most recent home computer	111	4.9%	107
Spent \$2,000+ on most recent home computer	80	3.6%	88

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 2018 and 2023.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	2,860	64.8%	103
Bought brewed coffee at convenience store in last 30 days	621	14.1%	104
Bought cigarettes at convenience store in last 30 days	469	10.6%	97
Bought gas at convenience store in last 30 days	1,840	41.7%	113
Spent at convenience store in last 30 days: <\$20	314	7.1%	99
Spent at convenience store in last 30 days: \$20-\$39	463	10.5%	110
Spent at convenience store in last 30 days: \$40-\$50	357	8.1%	98
Spent at convenience store in last 30 days: \$51-\$99	263	6.0%	107
Spent at convenience store in last 30 days: \$100+	1,100	24.9%	112
Entertainment (Adults)			
Attended a movie in last 6 months	2,742	62.1%	104
Went to live theater in last 12 months	479	10.8%	94
Went to a bar/night club in last 12 months	884	20.0%	115
Dined out in last 12 months	2,508	56.8%	111
Gambled at a casino in last 12 months	597	13.5%	104
Visited a theme park in last 12 months	835	18.9%	100
Viewed movie (video-on-demand) in last 30 days	860	19.5%	107
Viewed TV show (video-on-demand) in last 30 days	647	14.7%	105
Watched any pay-per-view TV in last 12 months	538	12.2%	111
Downloaded a movie over the Internet in last 30 days	385	8.7%	96
Downloaded any individual song in last 6 months	924	20.9%	104
Watched a movie online in the last 30 days	1,006	22.8%	95
Watched a TV program online in last 30 days	754	17.1%	95
Played a video/electronic game (console) in last 12 months	416	9.4%	103
Played a video/electronic game (portable) in last 12 months	229	5.2%	100
Financial (Adults)			
Have home mortgage (1st)	1,816	41.1%	130
Used ATM/cash machine in last 12 months	2,491	56.4%	106
Own any stock	337	7.6%	106
Own U.S. savings bond	213	4.8%	100
Own shares in mutual fund (stock)	324	7.3%	107
Own shares in mutual fund (bonds)	240	5.4%	114
Have interest checking account	1,460	33.1%	112
Have non-interest checking account	1,456	33.0%	112
Have savings account	2,896	65.6%	113
Have 401K retirement savings plan	875	19.8%	128
Own/used any credit/debit card in last 12 months	3,679	83.3%	105
Avg monthly credit card expenditures: <\$111	580	13.1%	109
Avg monthly credit card expenditures: \$111-\$225	359	8.1%	113
Avg monthly credit card expenditures: \$226-\$450	337	7.6%	113
Avg monthly credit card expenditures: \$451-\$700	301	6.8%	110
Avg monthly credit card expenditures: \$701-\$1,000	274	6.2%	107
Avg monthly credit card expenditures: \$1,001+	439	9.9%	91
Did banking online in last 12 months	2,005	45.4%	115
Did banking on mobile device in last 12 months	1,186	26.9%	114
Paid bills online in last 12 months	2,406	54.5%	111

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,648	73.4%	107
Used bread in last 6 months	2,125	94.6%	101
Used chicken (fresh or frozen) in last 6 months	1,614	71.9%	104
Used turkey (fresh or frozen) in last 6 months	383	17.1%	111
Used fish/seafood (fresh or frozen) in last 6 months	1,214	54.1%	99
Used fresh fruit/vegetables in last 6 months	1,991	88.6%	102
Used fresh milk in last 6 months	1,984	88.3%	103
Used organic food in last 6 months	464	20.7%	87
Health (Adults)			
Exercise at home 2+ times per week	1,277	28.9%	104
Exercise at club 2+ times per week	696	15.8%	109
Visited a doctor in last 12 months	3,457	78.3%	102
Used vitamin/dietary supplement in last 6 months	2,460	55.7%	103
Home (Households)			
Any home improvement in last 12 months	780	34.7%	125
Used housekeeper/maid/professional HH cleaning service in last 12	284	12.6%	90
Purchased low ticket HH furnishings in last 12 months	401	17.9%	106
Purchased big ticket HH furnishings in last 12 months	529	23.6%	107
Bought any small kitchen appliance in last 12 months	518	23.1%	103
Bought any large kitchen appliance in last 12 months	385	17.1%	121
Insurance (Adults/Households)			
Currently carry life insurance	2,304	52.2%	117
Carry medical/hospital/accident insurance	3,512	79.5%	106
Carry homeowner insurance	2,550	57.8%	122
Carry renter's insurance	354	8.0%	93
Have auto insurance: 1 vehicle in household covered	571	25.4%	83
Have auto insurance: 2 vehicles in household covered	757	33.7%	117
Have auto insurance: 3+ vehicles in household covered	689	30.7%	134
Pets (Households)			
Household owns any pet	1,470	65.4%	120
Household owns any cat	630	28.0%	122
Household owns any dog	1,159	51.6%	124
Psychographics (Adults)			
Buying American is important to me	1,961	44.4%	109
Usually buy items on credit rather than wait	577	13.1%	100
Usually buy based on quality - not price	780	17.7%	91
Price is usually more important than brand name	1,320	29.9%	107
Usually use coupons for brands I buy often	808	18.3%	102
Am interested in how to help the environment	729	16.5%	90
Usually pay more for environ safe product	543	12.3%	86
Usually value green products over convenience	381	8.6%	76
Likely to buy a brand that supports a charity	1,537	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	632	14.3%	107
Bought hardcover book in last 12 months	941	21.3%	107
Bought paperback book in last 12 month	1,386	31.4%	108
Read any daily newspaper (paper version)	813	18.4%	89
Read any digital newspaper in last 30 days	1,764	40.0%	106
Read any magazine (paper/electronic version) in last 6 months	4,066	92.1%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,554	80.5%	107
Went to family restaurant/steak house: 4+ times a month	1,331	30.1%	112
Went to fast food/drive-in restaurant in last 6 months	4,077	92.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,886	42.7%	108
Fast food/drive-in last 6 months: eat in	1,767	40.0%	109
Fast food/drive-in last 6 months: home delivery	321	7.3%	87
Fast food/drive-in last 6 months: take-out/drive-thru	2,311	52.3%	111
Fast food/drive-in last 6 months: take-out/walk-in	946	21.4%	102
Television & Electronics (Adults/Households)			
Own any tablet	2,259	51.2%	112
Own any e-reader	341	7.7%	104
Own e-reader/tablet: iPad	1,254	28.4%	107
HH has Internet connectable TV	692	30.8%	119
Own any portable MP3 player	1,002	22.7%	106
HH owns 1 TV	378	16.8%	80
HH owns 2 TVs	593	26.4%	98
HH owns 3 TVs	515	22.9%	109
HH owns 4+ TVs	521	23.2%	130
HH subscribes to cable TV	956	42.6%	95
HH subscribes to fiber optic	153	6.8%	86
HH owns portable GPS navigation device	673	30.0%	121
HH purchased video game system in last 12 mos	194	8.6%	101
HH owns any Internet video device for TV	503	22.4%	110
Travel (Adults)			
Domestic travel in last 12 months	2,534	57.4%	110
Took 3+ domestic non-business trips in last 12 months	541	12.3%	103
Spent on domestic vacations in last 12 months: <\$1,000	519	11.8%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	324	7.3%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	196	4.4%	113
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	168	3.8%	100
Spent on domestic vacations in last 12 months: \$3,000+	309	7.0%	111
Domestic travel in the 12 months: used general travel website	318	7.2%	104
Foreign travel in last 3 years	1,098	24.9%	94
Took 3+ foreign trips by plane in last 3 years	152	3.4%	72
Spent on foreign vacations in last 12 months: <\$1,000	164	3.7%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	137	3.1%	82
Spent on foreign vacations in last 12 months: \$3,000+	259	5.9%	99
Foreign travel in last 3 years: used general travel website	240	5.4%	90
Nights spent in hotel/motel in last 12 months: any	2,173	49.2%	113
Took cruise of more than one day in last 3 years	393	8.9%	104
Member of any frequent flyer program	813	18.4%	106
Member of any hotel rewards program	795	18.0%	107

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