



Retail Marketplace Potential

Mount Zion village, IL (1751206)
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 Geography: Place

Demographic Summary		2021	2026
Population		5,898	5,802
Population 18+		4,501	4,440
Households		2,271	2,246
Median Household Income		\$77,153	\$83,688

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,335	51.9%	106
Bought any women's clothing in last 12 months	2,112	46.9%	104
Bought any shoes in last 12 months	2,418	53.7%	101
Bought costume jewelry in last 12 months	736	16.4%	102
Bought any fine jewelry in last 12 months	801	17.8%	97
Bought a watch in last 12 months	602	13.4%	92
Automobiles (Households)			
HH owns/leases any vehicle	2,093	92.2%	107
HH bought/leased new vehicle last 12 months	245	10.8%	119
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,099	91.1%	107
Bought/changed motor oil in last 12 months	2,160	48.0%	106
Had tune-up in last 12 months	1,122	24.9%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,259	72.4%	102
Drank non-diet (regular) in last 6 months	1,886	41.9%	100
Drank beer/ale in last 6 months	1,881	41.8%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	419	9.3%	116
Own digital SLR camera/camcorder	408	9.1%	114
Printed digital photos in last 12 months	1,137	25.3%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,429	31.7%	98
Have a smartphone	4,088	90.8%	102
Have a smartphone: Android phone (any brand)	1,947	43.3%	106
Have a smartphone: Apple iPhone	2,119	47.1%	98
Number of cell phones in household: 1	508	22.4%	74
Number of cell phones in household: 2	935	41.2%	108
Number of cell phones in household: 3+	789	34.7%	117
HH has cell phone only (no landline telephone)	1,392	61.3%	95
Computers (Households)			
HH owns a computer	1,845	81.2%	109
HH owns desktop computer	905	39.9%	114
HH owns laptop/notebook	1,458	64.2%	109
HH owns any Apple/Mac brand computer	462	20.3%	101
HH owns any PC/non-Apple brand computer	1,548	68.2%	112
HH purchased most recent computer in a store	927	40.8%	117
HH purchased most recent computer online	395	17.4%	110
HH spent \$1-\$499 on most recent home computer	372	16.4%	115
HH spent \$500-\$999 on most recent home computer	428	18.8%	114
HH spent \$1,000-\$1,499 on most recent home computer	262	11.5%	112
HH spent \$1,500-\$1,999 on most recent home computer	135	5.9%	120
HH spent \$2,000+ on most recent home computer	104	4.6%	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 2021 and 2026.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,952	65.6%	107
Bought brewed coffee at convenience store in last 30 days	572	12.7%	101
Bought cigarettes at convenience store in last 30 days	366	8.1%	89
Bought gas at convenience store in last 30 days	1,774	39.4%	107
Spent at convenience store in last 30 days: \$1-19	357	7.9%	114
Spent at convenience store in last 30 days: \$20-\$39	454	10.1%	108
Spent at convenience store in last 30 days: \$40-\$50	316	7.0%	87
Spent at convenience store in last 30 days: \$51-\$99	263	5.8%	105
Spent at convenience store in last 30 days: \$100+	1,094	24.3%	111
Entertainment (Adults)			
Attended a movie in last 6 months	2,762	61.4%	103
Went to live theater in last 12 months	606	13.5%	109
Went to a bar/night club in last 12 months	828	18.4%	104
Dined out in last 12 months	2,485	55.2%	109
Gambled at a casino in last 12 months	650	14.4%	109
Visited a theme park in last 12 months	845	18.8%	101
Viewed movie (video-on-demand) in last 30 days	795	17.7%	118
Viewed TV show (video-on-demand) in last 30 days	549	12.2%	120
Watched any pay-per-view TV in last 12 months	358	8.0%	107
Downloaded a movie over the Internet in last 30 days	401	8.9%	95
Downloaded any individual song in last 6 months	821	18.2%	98
Used internet to watch a movie online in the last 30 days	1,403	31.2%	96
Used internet to watch a TV program online in last 30 days	942	20.9%	99
Played a video/electronic game (console) in last 12 months	464	10.3%	109
Played a video/electronic game (portable) in last 12 months	211	4.7%	97
Financial (Adults)			
Have home mortgage (1st)	1,898	42.2%	129
Used ATM/cash machine in last 12 months	2,589	57.5%	107
Own any stock	358	8.0%	96
Own U.S. savings bond	229	5.1%	104
Own shares in mutual fund (stock)	364	8.1%	100
Own shares in mutual fund (bonds)	212	4.7%	90
Have interest checking account	1,500	33.3%	111
Have non-interest checking account	1,479	32.9%	107
Have savings account	3,010	66.9%	112
Have 401K retirement savings plan	959	21.3%	122
Own/used any credit/debit card in last 12 months	3,878	86.2%	104
Avg monthly credit card expenditures: \$1-110	564	12.5%	110
Avg monthly credit card expenditures: \$111-\$225	407	9.0%	124
Avg monthly credit card expenditures: \$226-\$450	339	7.5%	103
Avg monthly credit card expenditures: \$451-\$700	304	6.8%	99
Avg monthly credit card expenditures: \$701-\$1,000	292	6.5%	102
Avg monthly credit card expenditures: \$1001-2000	348	7.7%	97
Avg monthly credit card expenditures: \$2001+	335	7.4%	109
Did banking online in last 12 months	2,150	47.8%	111
Did banking on mobile device in last 12 months	1,631	36.2%	113
Paid bills online in last 12 months	2,623	58.3%	106

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	1,651	72.7%	107
HH used bread in last 6 months	2,147	94.5%	101
HH used chicken (fresh or frozen) in last 6 months	1,569	69.1%	104
HH used turkey (fresh or frozen) in last 6 months	336	14.8%	106
HH used fish/seafood (fresh or frozen) in last 6 months	1,291	56.8%	103
HH used fresh fruit/vegetables in last 6 months	1,977	87.1%	103
HH used fresh milk in last 6 months	1,966	86.6%	104
HH used organic food in last 6 months	516	22.7%	95
Health (Adults)			
Exercise at home 2+ times per week	1,400	31.1%	104
Exercise at club 2+ times per week	687	15.3%	106
Visited a doctor in last 12 months	3,600	80.0%	104
Used vitamin/dietary supplement in last 6 months	2,528	56.2%	103
Home (Households)			
HH did any home improvement in last 12 months	812	35.8%	125
HH used any maid/professional cleaning service in last 12 months	353	15.5%	101
HH purchased low ticket HH furnishings in last 12 months	426	18.8%	104
HH purchased big ticket HH furnishings in last 12 months	558	24.6%	106
HH bought any small kitchen appliance in last 12 months	539	23.7%	101
HH bought any large kitchen appliance in last 12 months	350	15.4%	115
Insurance (Adults/Households)			
Currently carry life insurance	2,308	51.3%	116
Carry medical/hospital/accident insurance	3,595	79.9%	106
Carry homeowner/personal property insurance	2,747	61.0%	125
Carry renter's insurance	329	7.3%	79
HH has auto insurance: 1 vehicle in household covered	545	24.0%	83
HH has auto insurance: 2 vehicles in household covered	740	32.6%	118
HH has auto insurance: 3+ vehicles in household covered	668	29.4%	128
Pets (Households)			
Household owns any pet	1,426	62.8%	118
Household owns any cat	649	28.6%	124
Household owns any dog	1,120	49.3%	122
Psychographics (Adults)			
Buying American is important to me	1,792	39.8%	110
Usually buy items on credit rather than wait	540	12.0%	88
Usually buy based on quality - not price	809	18.0%	96
Price is usually more important than brand name	1,317	29.3%	100
Usually use coupons for brands I buy often	643	14.3%	91
Am interested in how to help the environment	852	18.9%	90
Usually pay more for environ safe product	614	13.6%	91
Usually value green products over convenience	473	10.5%	90
Likely to buy a brand that supports a charity	1,608	35.7%	101
Reading (Adults)			
Bought digital book in last 12 months	612	13.6%	95
Bought hardcover book in last 12 months	887	19.7%	95
Bought paperback book in last 12 month	1,301	28.9%	102
Read any daily newspaper (paper version)	599	13.3%	91
Read any digital newspaper in last 30 days	1,983	44.1%	98
Read any magazine (paper/electronic version) in last 6 months	4,062	90.2%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,473	77.2%	107
Went to family restaurant/steak house: 4+ times a month	1,224	27.2%	110
Went to fast food/drive-in restaurant in last 6 months	4,128	91.7%	102
Went to fast food/drive-in restaurant 9+ times/month	1,808	40.2%	105
Fast food restaurant last 6 months: eat in	1,573	34.9%	108
Fast food restaurant last 6 months: home delivery	396	8.8%	99
Fast food restaurant last 6 months: take-out/drive-thru	2,370	52.7%	110
Fast food restaurant last 6 months: take-out/walk-in	941	20.9%	102
Television & Electronics (Adults/Households)			
Own any tablet	2,490	55.3%	108
Own any e-reader	472	10.5%	102
Own e-reader/tablet: iPad	1,471	32.7%	106
HH has Internet connectable TV	960	42.3%	116
Own any portable MP3 player	734	16.3%	112
HH owns 1 TV	365	16.1%	76
HH owns 2 TVs	584	25.7%	97
HH owns 3 TVs	550	24.2%	115
HH owns 4+ TVs	538	23.7%	135
HH subscribes to cable TV	901	39.7%	100
HH subscribes to fiber optic	120	5.3%	91
HH owns portable GPS navigation device	554	24.4%	127
HH purchased video game system in last 12 months	164	7.2%	88
HH owns any Internet video device for TV	816	35.9%	107
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,591	57.6%	108
Took 3+ domestic non-business trips in last 12 months	666	14.8%	116
Spent on domestic vacations in last 12 months: \$1-999	468	10.4%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	351	7.8%	121
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	213	4.7%	118
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	245	5.4%	125
Spent on domestic vacations in last 12 months: \$3,000+	353	7.8%	110
Domestic travel in last 12 months: used general travel website	288	6.4%	95
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,327	29.5%	96
Took 3+ foreign trips by plane in last 3 years	272	6.0%	91
Spent on foreign vacations in last 12 months: \$1-999	213	4.7%	87
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	203	4.5%	101
Spent on foreign vacations in last 12 months: \$3,000+	317	7.0%	99
Foreign travel in last 3 years: used general travel website	238	5.3%	84
Nights spent in hotel/motel in last 12 months: any	2,270	50.4%	108
Took cruise of more than one day in last 3 years	531	11.8%	121
Member of any frequent flyer program	968	21.5%	105
Member of any hotel rewards program	1,117	24.8%	116

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