



Retail Marketplace Potential

Mount Zion village, IL (1751206)
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 Geography: Place

Demographic Summary		2022	2027
Population		5,832	5,595
Population 18+		4,451	4,286
Households		2,272	2,201
Median Household Income		\$85,601	\$100,605

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	2,532	56.9%	104
Bought any women's clothing in last 12 months	2,221	49.9%	103
Bought any shoes in last 12 months	3,259	73.2%	101
Bought any fine jewelry in last 12 months	806	18.1%	95
Bought a watch in last 12 months	600	13.5%	94
Automobiles (Households)			
HH owns/leases any vehicle	2,144	94.4%	105
HH bought/leased new vehicle last 12 months	244	10.7%	112
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,159	93.4%	105
Bought/changed motor oil in last 12 months	2,309	51.9%	109
Had tune-up in last 12 months	1,088	24.4%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	1,718	38.6%	98
Drank beer/ale in last 6 months	1,881	42.3%	104
Cameras (Adults)			
Own digital point & shoot camera/camcorder	493	11.1%	113
Own digital SLR camera/camcorder	438	9.8%	101
Printed digital photos in last 12 months	1,251	28.1%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,369	30.8%	94
Have a smartphone	4,122	92.6%	101
Have a smartphone: Android phone (any brand)	1,890	42.5%	107
Have a smartphone: Apple iPhone	2,268	51.0%	97
Number of cell phones in household: 1	532	23.4%	76
Number of cell phones in household: 2	977	43.0%	112
Number of cell phones in household: 3+	738	32.5%	112
HH has cell phone only (no landline telephone)	1,487	65.4%	98
Computers (Households)			
HH owns a computer	1,938	85.3%	105
HH owns desktop computer	942	41.5%	109
HH owns laptop/notebook	1,564	68.8%	105
HH owns any Apple/Mac brand computer	476	21.0%	94
HH owns any PC/non-Apple brand computer	1,631	71.8%	108
HH purchased most recent computer in a store	946	41.6%	112
HH purchased most recent computer online	529	23.3%	103
HH spent \$1-\$499 on most recent home computer	391	17.2%	111
HH spent \$500-\$999 on most recent home computer	463	20.4%	107
HH spent \$1,000-\$1,499 on most recent home computer	286	12.6%	105
HH spent \$1,500-\$1,999 on most recent home computer	151	6.6%	127
HH spent \$2,000+ on most recent home computer	102	4.5%	95

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,955	66.4%	106
Bought brewed coffee at convenience store in last 30 days	553	12.4%	100
Bought cigarettes at convenience store in last 30 days	296	6.7%	93
Bought gas at convenience store in last 30 days	1,824	41.0%	109
Spent at convenience store in last 30 days: \$1-19	339	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	507	11.4%	111
Spent at convenience store in last 30 days: \$40-\$50	355	8.0%	93
Spent at convenience store in last 30 days: \$51-\$99	300	6.7%	112
Spent at convenience store in last 30 days: \$100+	985	22.1%	108
Entertainment (Adults)			
Attended a movie in last 6 months	2,222	49.9%	104
Went to live theater in last 12 months	470	10.6%	105
Went to a bar/night club in last 12 months	783	17.6%	104
Dined out in last 12 months	2,404	54.0%	107
Gambled at a casino in last 12 months	552	12.4%	109
Visited a theme park in last 12 months	644	14.5%	101
Viewed movie (video-on-demand) in last 30 days	652	14.6%	113
Viewed TV show (video-on-demand) in last 30 days	416	9.3%	110
Watched any pay-per-view TV in last 12 months	296	6.7%	103
Downloaded a movie over the Internet in last 30 days	327	7.3%	96
Downloaded any individual song in last 6 months	840	18.9%	96
Used internet to watch a movie online in the last 30 days	1,388	31.2%	91
Used internet to watch a TV program online in last 30 days	925	20.8%	95
Played a video/electronic game (console) in last 12 months	522	11.7%	100
Played a video/electronic game (portable) in last 12 months	262	5.9%	99
Financial (Adults)			
Have home mortgage (1st)	1,972	44.3%	123
Used ATM/cash machine in last 12 months	2,719	61.1%	101
Own any stock	542	12.2%	101
Own U.S. savings bond	282	6.3%	103
Own shares in mutual fund (stock)	516	11.6%	104
Own shares in mutual fund (bonds)	316	7.1%	101
Have interest checking account	1,756	39.5%	112
Have non-interest checking account	1,630	36.6%	103
Have savings account	3,283	73.8%	108
Have 401K retirement savings plan	1,091	24.5%	112
Own/used any credit/debit card in last 12 months	4,019	90.3%	102
Avg monthly credit card expenditures: \$1-110	538	12.1%	101
Avg monthly credit card expenditures: \$111-\$225	377	8.5%	107
Avg monthly credit card expenditures: \$226-\$450	402	9.0%	103
Avg monthly credit card expenditures: \$451-\$700	357	8.0%	100
Avg monthly credit card expenditures: \$701-\$1,000	370	8.3%	111
Avg monthly credit card expenditures: \$1001-2000	495	11.1%	112
Avg monthly credit card expenditures: \$2001+	406	9.1%	103
Did banking online in last 12 months	2,517	56.5%	107
Did banking on mobile device in last 12 months	1,942	43.6%	104

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Grocery (Adults)			
HH used bread in last 6 months	2,168	95.4%	101
HH used chicken (fresh or frozen) in last 6 months	1,628	71.7%	104
HH used turkey (fresh or frozen) in last 6 months	365	16.1%	111
HH used fish/seafood (fresh or frozen) in last 6 months	1,361	59.9%	103
HH used fresh fruit/vegetables in last 6 months	2,031	89.4%	102
HH used fresh milk in last 6 months	1,954	86.0%	104
HH used organic food in last 6 months	523	23.0%	92
Health (Adults)			
Exercise at home 2+ times per week	1,781	40.0%	99
Exercise at club 2+ times per week	643	14.4%	105
Visited a doctor in last 12 months	3,648	82.0%	103
Used vitamin/dietary supplement in last 6 months	2,750	61.8%	102
Home (Households)			
HH did any home improvement in last 12 months	927	40.8%	119
HH used any maid/professional cleaning service in last 12 months	459	20.2%	99
HH purchased low ticket HH furnishings in last 12 months	505	22.2%	103
HH purchased big ticket HH furnishings in last 12 months	620	27.3%	105
HH bought any small kitchen appliance in last 12 months	585	25.7%	101
HH bought any large kitchen appliance in last 12 months	399	17.6%	113
Insurance (Adults/Households)			
Currently carry life insurance	2,367	53.2%	110
Carry medical/hospital/accident insurance	3,745	84.1%	104
Carry homeowner/personal property insurance	2,983	67.0%	118
Carry renter's insurance	366	8.2%	77
HH has auto insurance: 1 vehicle in household covered	559	24.6%	84
HH has auto insurance: 2 vehicles in household covered	785	34.6%	112
HH has auto insurance: 3+ vehicles in household covered	704	31.0%	125
Pets (Households)			
Household owns any pet	1,411	62.1%	118
Household owns any cat	652	28.7%	125
Household owns any dog	1,109	48.8%	123
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	1,722	38.7%	109
Buy based on quality not price	725	16.3%	95
Buy on credit rather than wait	517	11.6%	88
Only use coupons brands: usually buy	559	12.6%	92
Will pay more for environmentally safe products	525	11.8%	86
Buy based on price not brands	1,336	30.0%	104
Am interested in how to help the environment	815	18.3%	89
Reading (Adults)			
Bought digital book in last 12 months	761	17.1%	98
Bought hardcover book in last 12 months	1,038	23.3%	96
Bought paperback book in last 12 month	1,391	31.3%	100
Read any daily newspaper (paper version)	642	14.4%	94
Read any digital newspaper in last 30 days	2,069	46.5%	94
Read any magazine (paper/electronic version) in last 6 months	3,925	88.2%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,163	71.1%	106
Went to family restaurant/steak house: 4+ times a month	989	22.2%	107
Went to fast food/drive-in restaurant in last 6 months	4,105	92.2%	102
Went to fast food/drive-in restaurant 9+ times/month	1,738	39.0%	103
Fast food restaurant last 6 months: eat in	1,100	24.7%	109
Fast food restaurant last 6 months: home delivery	448	10.1%	87
Fast food restaurant last 6 months: take-out/drive-thru	2,724	61.2%	109
Fast food restaurant last 6 months: take-out/walk-in	917	20.6%	97
Television & Electronics (Adults/Households)			
Own any tablet	2,622	58.9%	105
Own any e-reader	527	11.8%	97
Own e-reader/tablet: iPad	1,583	35.6%	102
HH has Internet connectable TV	1,063	46.8%	110
Own any portable MP3 player	678	15.2%	111
HH owns 1 TV	336	14.8%	75
HH owns 2 TVs	602	26.5%	97
HH owns 3 TVs	577	25.4%	115
HH owns 4+ TVs	576	25.4%	122
HH subscribes to cable TV	820	36.1%	97
HH subscribes to fiber optic	120	5.3%	97
HH owns portable GPS navigation device	536	23.6%	115
HH purchased video game system in last 12 months	142	6.2%	81
HH owns any Internet video device for TV	1,066	46.9%	103
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,548	57.2%	107
Took 3+ domestic non-business trips in last 12 months	664	14.9%	118
Spent on domestic vacations in last 12 months: \$1-999	572	12.9%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	314	7.1%	113
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	202	4.5%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	190	4.3%	113
Spent on domestic vacations in last 12 months: \$3,000+	350	7.9%	123
Domestic travel in last 12 months: used general travel website	253	5.7%	96
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,444	32.4%	97
Took 3+ foreign trips by plane in last 3 years	341	7.7%	97
Spent on foreign vacations in last 12 months: \$1-999	295	6.6%	91
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	160	3.6%	93
Spent on foreign vacations in last 12 months: \$3,000+	284	6.4%	106
Foreign travel in last 3 years: used general travel website	275	6.2%	95
Nights spent in hotel/motel in last 12 months: any	2,211	49.7%	110
Took cruise of more than one day in last 3 years	568	12.8%	118
Member of any frequent flyer program	1,120	25.2%	102
Member of any hotel rewards program	1,280	28.8%	111

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