



Retail Marketplace Potential

Mount Zion village, IL (1751206)
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 Geography: Place

Demographic Summary		2023	2028
Population		5,797	5,624
Population 18+		4,402	4,274
Households		2,289	2,255
Median Household Income		\$82,343	\$94,158

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	2,809	63.8%	104
Bought Women`s Clothing/12 Mo	2,254	51.2%	99
Bought Shoes/12 Mo	3,326	75.6%	101
Bought Fine Jewelry/12 Mo	852	19.4%	94
Bought Watch/12 Mo	567	12.9%	93
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,174	95.0%	104
HH Bought or Leased New Vehicle/12 Mo	249	10.9%	108
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,153	94.3%	104
Bought or Changed Motor Oil/12 Mo	2,412	54.8%	107
Had Vehicle Tune-Up/12 Mo	1,100	25.0%	101
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,631	37.1%	100
Drank Beer or Ale/6 Mo	1,821	41.4%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	533	12.1%	110
Own Digital SLR Camera or Camcorder	509	11.6%	107
Printed Digital Photos/12 Mo	1,315	29.9%	111
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,505	34.2%	98
Have a Smartphone	4,130	93.8%	100
Have Android Phone (Any Brand) Smartphone	1,785	40.5%	105
Have Apple iPhone Smartphone	2,411	54.8%	97
HH Owns 1 Cell Phone	552	24.1%	79
HH Owns 2 Cell Phones	987	43.1%	110
HH Owns 3+ Cell Phones	725	31.7%	110
HH Has Cell Phone Only (No Landline Telephone)	1,564	68.3%	100
Computers (Households)			
HH Owns Computer	2,018	88.2%	103
HH Owns Desktop Computer	1,015	44.3%	111
HH Owns Laptop or Notebook	1,644	71.8%	102
HH Owns Apple/Mac Brand Computer	494	21.6%	89
HH Owns PC/Non-Apple Brand Computer	1,728	75.5%	106
HH Purchased Most Recent Home Computer at Store	925	40.4%	104
HH Purchased Most Recent Home Computer Online	647	28.3%	103
HH Spent \$1-499 on Most Recent Home Computer	376	16.4%	104
HH Spent \$500-999 on Most Recent Home Computer	493	21.5%	106
HH Spent \$1K-1499 on Most Recent Home Computer	280	12.2%	101
HH Spent \$1500-1999 on Most Recent Home Computer	121	5.3%	115
HH Spent \$2K+ on Most Recent Home Computer	116	5.1%	94

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 2023 and 2028.



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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	2,937	66.7%	104
Bought Brewed Coffee at C-Store/30 Days	538	12.2%	101
Bought Cigarettes at C-Store/30 Days	260	5.9%	97
Bought Gas at C-Store/30 Days	1,897	43.1%	109
Spent \$1-19 at C-Store/30 Days	321	7.3%	99
Spent \$20-39 at C-Store/30 Days	450	10.2%	104
Spent \$40-50 at C-Store/30 Days	382	8.7%	112
Spent \$51-99 at C-Store/30 Days	324	7.4%	120
Spent \$100+ at C-Store/30 Days	954	21.7%	104
Entertainment (Adults)			
Attended Movie/6 Mo	1,640	37.3%	101
Went to Live Theater/12 Mo	286	6.5%	95
Went to Bar or Night Club/12 Mo	753	17.1%	105
Dined Out/12 Mo	2,392	54.3%	104
Gambled at Casino/12 Mo	521	11.8%	110
Visited Theme Park/12 Mo	519	11.8%	101
Viewed Movie (Video-on-Demand)/30 Days	553	12.6%	113
Viewed TV Show (Video-on-Demand)/30 Days	372	8.5%	111
Used Internet to Download Movie/30 Days	258	5.9%	97
Downloaded Individual Song/6 Mo	856	19.4%	97
Used Internet to Watch Movie/30 Days	1,370	31.1%	91
Used Internet to Watch TV Program/30 Days	914	20.8%	94
Played (Console) Video or Electronic Game/12 Mo	585	13.3%	104
Played (Portable) Video or Electronic Game/12 Mo	303	6.9%	104
Financial (Adults)			
Have 1st Home Mortgage	1,960	44.5%	117
Used ATM or Cash Machine/12 Mo	2,757	62.6%	99
Own Any Stock	684	15.5%	104
Own U.S. Savings Bonds	321	7.3%	103
Own Shares in Mutual Fund (Stocks)	635	14.4%	105
Own Shares in Mutual Fund (Bonds)	379	8.6%	101
Have Interest Checking Account	1,865	42.4%	108
Have Non-Interest Checking Account	1,702	38.7%	102
Have Savings Account	3,403	77.3%	104
Have 401(k) Retirement Savings Plan	1,172	26.6%	109
Own or Used Any Credit/Debit Card/12 Mo	4,114	93.5%	101
Avg \$1-110 Monthly Credit Card Expenditures	507	11.5%	101
Avg \$111-225 Monthly Credit Card Expenditures	313	7.1%	93
Avg \$226-450 Monthly Credit Card Expenditures	424	9.6%	104
Avg \$451-700 Monthly Credit Card Expenditures	391	8.9%	97
Avg \$701-1000 Monthly Credit Card Expenditures	397	9.0%	110
Avg \$1001-2000 Monthly Credit Card Expenditures	577	13.1%	112
Avg \$2001+ Monthly Credit Card Expenditures	492	11.2%	101
Did Banking Online/12 Mo	2,700	61.3%	105
Did Banking by Mobile Device/12 Mo	2,161	49.1%	102

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Grocery (Adults)			
HH Used Bread/6 Mo	2,165	94.6%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,647	72.0%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	369	16.1%	109
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,380	60.3%	100
HH Used Fresh Fruit or Vegetables/6 Mo	2,044	89.3%	101
HH Used Fresh Milk/6 Mo	1,939	84.7%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,380	60.3%	94
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,167	49.2%	100
Exercise at Club 2+ Times/Wk	508	11.5%	98
Visited Doctor/12 Mo	3,597	81.7%	102
Used Vitamins or Dietary Supplements/6 Mo	2,923	66.4%	100
Home (Households)			
HH Did Home Improvement/12 Mo	1,038	45.3%	115
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	722	31.5%	104
HH Purchased Low Ticket HH Furnishing/12 Mo	580	25.3%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	667	29.1%	102
HH Bought Small Kitchen Appliance/12 Mo	605	26.4%	101
HH Bought Large Kitchen Appliance/12 Mo	401	17.5%	108
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,445	55.5%	109
Personally Carry Any Med/Hosp/Accident Insur	3,846	87.4%	102
Homeowner Carries Home/Personal Property Insurance	3,118	70.8%	115
Renter Carries Home/Pers Property Insurance	435	9.9%	83
HH Has 1 Vehicle Covered w/Auto Insurance	603	26.3%	86
HH Has 2 Vehicles Covered w/Auto Insurance	826	36.1%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	714	31.2%	118
Pets (Households)			
HH Owns Cat	633	27.7%	120
HH Owns Dog	1,098	48.0%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	745	16.9%	91
Buying American Is Important: 4-Agr Cmpl	1,498	34.0%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	629	14.3%	95
Buy on Credit Rather Than Wait: 4-Agr Cmpl	528	12.0%	94
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	472	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	444	10.1%	83
Buy Based on Price Not Brands: 4-Agr Cmpl	1,202	27.3%	100
Am Interested in How to Help Env: 4-Agr Cmpl	745	16.9%	91
Reading (Adults)			
Bought Digital Book/12 Mo	823	18.7%	99
Bought Hardcover Book/12 Mo	1,187	27.0%	100
Bought Paperback Book/12 Mo	1,502	34.1%	100
Read Daily Newspaper (Paper Version)	622	14.1%	92
Read Digital Newspaper/30 Days	2,018	45.8%	91
Read Magazine (Paper/Electronic Vers)/6 Mo	3,816	86.7%	100

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	3,027	68.8%	104
Went to Family Restrnt/SteakHse 4+ Times/30 Days	944	21.4%	104
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	432	92.6%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,747	39.7%	102
Ordered Eat-In Fast Food/6 Mo	999	22.7%	111
Ordered Home Delivery Fast Food/6 Mo	521	11.8%	88
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,809	63.8%	109
Ordered Take-Out/Walk-In Fast Food/6 Mo	946	21.5%	96
Television & Electronics (Adults/Households)			
Own Tablet	2,698	61.3%	104
Own E-Reader	597	13.6%	95
Own E-Reader/Tablet: Apple iPad	1,652	37.5%	101
HH Owns Internet Connectable TV	1,014	44.3%	103
Own Portable MP3 Player	513	11.7%	104
HH Owns 1 TV	353	15.4%	85
HH Owns 2 TVs	601	26.3%	93
HH Owns 3 TVs	564	24.6%	108
HH Owns 4+ TVs	612	26.7%	119
HH Subscribes to Cable TV	758	33.1%	98
HH Subscribes to Fiber Optic TV	122	5.3%	101
HH Owns Portable GPS Device	522	22.8%	110
HH Purchased Video Game System/12 Mo	146	6.4%	80
HH Owns Internet Video Device for TV	1,243	54.3%	103
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,529	57.5%	107
Took 3+ Domestic Non-Business Trips/12 Mo	690	15.7%	113
Spent \$1-999 on Domestic Vacations/12 Mo	624	14.2%	104
Spent \$1K-1499 on Domestic Vacations/12 Mo	286	6.5%	102
Spent \$1500-1999 on Domestic Vacations/12 Mo	219	5.0%	130
Spent \$2K-2999 on Domestic Vacations/12 Mo	203	4.6%	116
Spent \$3K+ on Domestic Vacations/12 Mo	351	8.0%	120
Used Intrnt Travel Site for Domestic Trip/12 Mo	224	5.1%	91
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,416	32.2%	97
Took 3+ Foreign Trips by Plane/3 Yrs	294	6.7%	92
Spent \$1-999 on Foreign Vacations/12 Mo	330	7.5%	96
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	110	2.5%	82
Spent \$3K+ on Foreign Vacations/12 Mo	205	4.7%	110
Used General Travel Site: Foreign Trip/3 Yrs	255	5.8%	91
Spent Night at Hotel or Motel/12 Mo	2,164	49.2%	108
Took Cruise of More Than One Day/3 Yrs	505	11.5%	113
Member of Frequent Flyer Program	1,192	27.1%	98
Member of Hotel Rewards Program	1,372	31.2%	108

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