Retail Marketplace Potential

Mount Zion village, IL (1751206)
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Geography: Place

Demographic Summary	2025	2030
Population	5,618	5,389
Population 18+	4,288	4,198
Households	2,271	2,230
Median Household Income	$95,883	$104,219

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	2,798	65.3%	103
Bought Women`s Clothing/12 Mo	2,235	52.1%	100
Bought Shoes/12 Mo	3,306	77.1%	102
Bought Fine Jewelry/12 Mo	942	22.0%	100
Bought Watch/12 Mo	535	12.5%	97
Automobiles (Households)			
HH Owns or Leases Any Vehicle	2,145	94.5%	106
HH Bought or Leased New Vehicle/12 Mo	207	9.1%	107
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	4,019	93.7%	105
Bought or Changed Motor Oil/12 Mo	2,457	57.3%	106
Had Vehicle Tune-Up/12 Mo	972	22.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	1,575	36.7%	96
Drank Beer or Ale/6 Mo	1,646	38.4%	103
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	396	9.2%	109
Own Digital SLR Camera or Camcorder	422	9.8%	102
Printed Digital Photos/12 Mo	1,157	27.0%	108
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	1,433	33.4%	97
Have a Smartphone	4,074	95.0%	101
Have Android Phone (Any Brand) Smartphone	1,674	39.0%	104
Have Apple iPhone Smartphone	2,501	58.3%	99
HH Owns 1 Cell Phone	615	27.1%	90
HH Owns 2 Cell Phones	925	40.7%	105
HH Owns 3+ Cell Phones	691	30.4%	106
HH Has Cell Phone Only (No Landline Telephone)	1,736	76.4%	101
Computers (Households)			
HH Owns Computer	1,970	86.8%	105
HH Owns Desktop Computer	900	39.6%	106
HH Owns Laptop or Notebook	1,639	72.2%	105
HH Owns Apple/Mac Brand Computer	514	22.6%	91
HH Owns PC/Non-Apple Brand Computer	1,706	75.1%	108
HH Purchased Most Recent Home Computer at Store	843	37.1%	106
HH Purchased Most Recent Home Computer Online	643	28.3%	105
HH Spent $1-499 on Most Recent Home Computer	331	14.6%	113
HH Spent $500-999 on Most Recent Home Computer	463	20.4%	115
HH Spent $1K-1499 on Most Recent Home Computer	257	11.3%	102
HH Spent $1500-1999 on Most Recent Home Computer	82	3.6%	89
HH Spent $2K+ on Most Recent Home Computer	150	6.6%	105

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 2025 and 2030.

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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	2,986	69.6%	106
Bought Brewed Coffee at C-Store/30 Days	561	13.1%	104
Bought Cigarettes at C-Store/30 Days	238	5.5%	97
Bought Gas at C-Store/30 Days	1,973	46.0%	112
Spent $1-19 at C-Store/30 Days	290	6.8%	107
Spent $20-39 at C-Store/30 Days	354	8.3%	102
Spent $40-50 at C-Store/30 Days	263	6.1%	97
Spent $51-99 at C-Store/30 Days	290	6.8%	127
Spent $100+ at C-Store/30 Days	1,126	26.3%	106
Entertainment (Adults)			
Attended Movie/6 Mo	2,317	54.0%	102
Went to Live Theater/12 Mo	515	12.0%	103
Went to Bar or Night Club/12 Mo	899	21.0%	108
Dined Out/12 Mo	2,619	61.1%	109
Gambled at Casino/12 Mo	595	13.9%	108
Visited Theme Park/12 Mo	801	18.7%	99
Viewed Movie (Video-on-Demand)/30 Days	342	8.0%	97
Viewed TV Show (Video-on-Demand)/30 Days	227	5.3%	96
Used Internet to Download Movie/30 Days	242	5.6%	83
Downloaded Individual Song/6 Mo	717	16.7%	92
Used Internet to Watch Movie/30 Days	1,345	31.4%	89
Used Internet to Watch TV Program/30 Days	934	21.8%	96
Played (Console) Video or Electronic Game/12 Mo	557	13.0%	102
Played (Portable) Video or Electronic Game/12 Mo	334	7.8%	107
Financial (Adults)			
Have 1st Home Mortgage	1,757	41.0%	116
Used ATM or Cash Machine/12 Mo	2,639	61.5%	101
Own Any Stock	620	14.5%	105
Own U.S. Savings Bonds	378	8.8%	118
Own Shares in Mutual Fund (Stocks)	579	13.5%	112
Own Shares in Mutual Fund (Bonds)	392	9.1%	119
Have Interest Checking Account	1,830	42.7%	114
Have Non-Interest Checking Account	1,621	37.8%	104
Have Savings Account	3,254	75.9%	106
Have 401(k) Retirement Savings Plan	1,150	26.8%	111
Own or Used Any Credit/Debit Card/12 Mo	4,011	93.5%	102
Avg $1-110 Monthly Credit Card Expenditures	862	20.1%	103
Avg $111-225 Monthly Credit Card Expenditures	535	12.5%	102
Avg $226-450 Monthly Credit Card Expenditures	342	8.0%	95
Avg $451-700 Monthly Credit Card Expenditures	423	9.9%	113
Avg $701-1000 Monthly Credit Card Expenditures	344	8.0%	103
Avg $1001-2000 Monthly Credit Card Expenditures	543	12.7%	110
Avg $2001+ Monthly Credit Card Expenditures	557	13.0%	97
Did Banking Online/12 Mo	2,523	58.8%	106
Did Banking by Mobile Device/12 Mo	2,204	51.4%	105

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Grocery (Adults)			
HH Used Bread/6 Mo	2,165	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	1,794	79.0%	103
HH Used Turkey (Fresh or Frozen)/6 Mo	516	22.7%	113
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	1,318	58.0%	101
HH Used Fresh Fruit or Vegetables/6 Mo	2,051	90.3%	100
HH Used Fresh Milk/6 Mo	1,935	85.2%	104
HH Used Organic Food/6 Mo	473	20.8%	84
Health (Adults)			
Exercise at Home 2+ Times/Wk	2,046	47.7%	104
Exercise at Club 2+ Times/Wk	539	12.6%	95
Visited Doctor/12 Mo	3,549	82.8%	104
Used Vitamins or Dietary Supplements/6 Mo	2,870	66.9%	103
Home (Households)			
HH Did Home Improvement/12 Mo	920	40.5%	119
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	885	39.0%	114
HH Purchased Low Ticket HH Furnishing/12 Mo	506	22.3%	106
HH Purchased Big Ticket HH Furnishing/12 Mo	555	24.4%	102
HH Bought Small Kitchen Appliance/12 Mo	516	22.7%	99
HH Purchased Large Appliance/12 Mo	451	19.9%	111
Insurance (Adults/Households)			
Currently Carry Life Insurance	2,439	56.9%	113
Personally Carry Any Med/Hosp/Accident Insur	3,784	88.3%	104
Homeowner Carries Home/Personal Property Insurance	3,001	70.0%	119
Renter Carries Home/Pers Property Insurance	451	10.5%	79
HH Has 1 Vehicle Covered w/Auto Insurance	695	30.6%	95
HH Has 2 Vehicles Covered w/Auto Insurance	758	33.4%	109
HH Has 3+ Vehicles Covered w/Auto Insurance	654	28.8%	113
Pets (Households)			
HH Owns Any Pet	1,314	57.9%	112
HH Owns Cat	579	25.5%	106
HH Owns Dog	1,013	44.6%	117
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	574	13.4%	84
Buying American Is Important: 4-Agr Cmpl	1,312	30.6%	112
Buy Based on Quality Not Price: 4-Agr Cmpl	614	14.3%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	536	12.5%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	409	9.5%	96
Will Pay More for Env Safe Prods: 4-Agr Cmpl	420	9.8%	90
Buy Based on Price Not Brands: 4-Agr Cmpl	1,139	26.6%	97
Reading (Adults)			
Bought Digital Book/12 Mo	793	18.5%	104
Bought Hardcover Book/12 Mo	1,159	27.0%	105
Bought Paperback Book/12 Mo	1,428	33.3%	99
Read Daily Newspaper (Paper Version)	281	6.5%	94
Read Digital Newspaper/30 Days	2,188	51.0%	94
Read Magazine (Paper/Electronic Vers)/6 Mo	3,661	85.4%	98

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	3,344	78.0%	107
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,156	27.0%	111
Went to Fast Food/Drive-In Restaurant/6 Mo	3,991	93.1%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	1,784	41.6%	105
Ordered Eat-In Fast Food/6 Mo	1,482	34.6%	104
Ordered Home Delivery Fast Food/6 Mo	471	11.0%	89
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,314	54.0%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	969	22.6%	99
Television & Electronics (Adults/Households)			
Own Tablet	2,507	58.5%	104
Own E-Reader	748	17.4%	107
Own E-Reader/Tablet: Apple iPad	1,621	37.8%	104
HH Owns Smart TV	1,021	45.0%	108
Own Portable MP3 Player	368	8.6%	112
HH Owns 1 TV	329	14.5%	73
HH Owns 2 TVs	617	27.2%	98
HH Owns 3 TVs	540	23.8%	108
HH Owns 4+ TVs	640	28.2%	129
HH Subscribes to Cable TV	702	30.9%	109
HH Subscribes to Fiber Optic TV	75	3.3%	102
HH Owns Portable GPS Device	425	18.7%	113
HH Purchased Video Game System/12 Mo	133	5.9%	83
HH Owns Internet Video Device for TV	1,303	57.4%	109
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	2,814	65.6%	106
Took 3+ Domestic Non-Business Trips/12 Mo	839	19.6%	107
Spent $1-999 on Domestic Vacations/12 Mo	522	12.2%	111
Spent $1K-1499 on Domestic Vacations/12 Mo	297	6.9%	100
Spent $1500-1999 on Domestic Vacations/12 Mo	213	5.0%	104
Spent $2K-2999 on Domestic Vacations/12 Mo	287	6.7%	119
Spent $3K+ on Domestic Vacations/12 Mo	563	13.1%	110
Used Intrnt Travel Site for Domestic Trip/12 Mo	261	6.1%	95
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	1,176	27.4%	90
Took 3+ Foreign Trips by Plane/3 Yrs	210	4.9%	88
Spent $1-999 on Foreign Vacations/12 Mo	168	3.9%	92
Spent $1K-2999 on Foreign Vacations/12 Mo	176	4.1%	95
Spent $3K+ on Foreign Vacations/12 Mo	371	8.7%	89
Used General Travel Site: Foreign Trip/3 Yrs	193	4.5%	84
Spent Night at Hotel or Motel/12 Mo	2,533	59.1%	108
Took Cruise of More Than One Day/3 Yrs	414	9.7%	109
Member of Frequent Flyer Program	1,194	27.9%	101
Member of Hotel Rewards Program	1,393	32.5%	110

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