



# Retail Market Potential

West Chicago city, IL (1780060)

Place

Demographic Summary		2016	2021
Population		28,163	28,910
Population 18+		19,688	20,296
Households		7,607	7,807
Median Household Income		\$68,498	\$75,887

  

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	9,630	48.9%	103
Bought any women's clothing in last 12 months	8,400	42.7%	97
Bought clothing for child <13 years in last 6 months	6,651	33.8%	123
Bought any shoes in last 12 months	11,315	57.5%	107
Bought costume jewelry in last 12 months	3,673	18.7%	96
Bought any fine jewelry in last 12 months	3,605	18.3%	100
Bought a watch in last 12 months	2,070	10.5%	95
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,601	86.8%	101
HH bought/leased new vehicle last 12 mo	792	10.4%	111
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	16,908	85.9%	101
Bought/changed motor oil in last 12 months	9,685	49.2%	100
Had tune-up in last 12 months	6,395	32.5%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	13,693	69.5%	106
Drank regular cola in last 6 months	9,394	47.7%	106
Drank beer/ale in last 6 months	8,938	45.4%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	5,660	28.7%	99
Own digital single-lens reflex (SLR) camera	1,642	8.3%	97
Bought any camera in last 12 months	1,058	5.4%	94
Printed digital photos in last 12 months	616	3.1%	107
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	7,257	36.9%	102
Have a smartphone	12,261	62.3%	106
Have a smartphone: Android phone (any brand)	5,871	29.8%	111
Have a smartphone: Apple iPhone	5,218	26.5%	103
Number of cell phones in household: 1	1,983	26.1%	81
Number of cell phones in household: 2	2,751	36.2%	97
Number of cell phones in household: 3+	2,614	34.4%	135
HH has cell phone only (no landline telephone)	3,225	42.4%	101
<b>Computers (Households)</b>			
HH owns a computer	5,674	74.6%	97
HH owns desktop computer	3,527	46.4%	102
HH owns laptop/notebook	4,019	52.8%	97
HH owns any Apple/Mac brand computer	1,251	16.4%	109
HH owns any PC/non-Apple brand computer	5,059	66.5%	98
HH purchased most recent computer in a store	2,806	36.9%	98
HH purchased most recent computer online	1,001	13.2%	101
Spent <\$500 on most recent home computer	1,038	13.6%	94
Spent \$500-\$999 on most recent home computer	1,410	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	702	9.2%	97
Spent \$1,500-\$1,999 on most recent home computer	378	5.0%	109
Spent \$2,000+ on most recent home computer	335	4.4%	112

**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 2016 and 2021.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	10,374	52.7%	104
Bought brewed coffee at convenience store in last 30 days	3,293	16.7%	106
Bought cigarettes at convenience store in last 30 days	1,890	9.6%	77
Bought gas at convenience store in last 30 days	5,944	30.2%	91
Spent at convenience store in last 30 days: <\$20	1,615	8.2%	101
Spent at convenience store in last 30 days: \$20-\$39	1,910	9.7%	107
Spent at convenience store in last 30 days: \$40-\$50	1,434	7.3%	96
Spent at convenience store in last 30 days: \$51-\$99	828	4.2%	95
Spent at convenience store in last 30 days: \$100+	4,115	20.9%	91
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	11,910	60.5%	102
Went to live theater in last 12 months	2,437	12.4%	95
Went to a bar/night club in last 12 months	2,945	15.0%	90
Dined out in last 12 months	8,319	42.3%	94
Gambled at a casino in last 12 months	3,046	15.5%	113
Visited a theme park in last 12 months	4,098	20.8%	118
Viewed movie (video-on-demand) in last 30 days	3,337	16.9%	100
Viewed TV show (video-on-demand) in last 30 days	2,638	13.4%	104
Watched any pay-per-view TV in last 12 months	2,833	14.4%	109
Downloaded a movie over the Internet in last 30 days	1,281	6.5%	91
Downloaded any individual song in last 6 months	4,181	21.2%	104
Watched a movie online in the last 30 days	2,824	14.3%	90
Watched a TV program online in last 30 days	2,727	13.9%	93
Played a video/electronic game (console) in last 12 months	1,986	10.1%	97
Played a video/electronic game (portable) in last 12 months	872	4.4%	97
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,155	31.3%	101
Used ATM/cash machine in last 12 months	9,759	49.6%	101
Own any stock	1,510	7.7%	100
Own U.S. savings bond	1,045	5.3%	100
Own shares in mutual fund (stock)	1,465	7.4%	103
Own shares in mutual fund (bonds)	1,044	5.3%	109
Have interest checking account	5,246	26.6%	95
Have non-interest checking account	4,936	25.1%	89
Have savings account	10,199	51.8%	96
Have 401K retirement savings plan	2,942	14.9%	103
Own/used any credit/debit card in last 12 months	13,847	70.3%	94
Avg monthly credit card expenditures: <\$111	2,094	10.6%	92
Avg monthly credit card expenditures: \$111-\$225	1,313	6.7%	97
Avg monthly credit card expenditures: \$226-\$450	1,269	6.4%	102
Avg monthly credit card expenditures: \$451-\$700	1,032	5.2%	98
Avg monthly credit card expenditures: \$701-\$1,000	900	4.6%	106
Avg monthly credit card expenditures: \$1,001+	1,847	9.4%	103
Did banking online in last 12 months	6,632	33.7%	94
Did banking on mobile device in last 12 months	2,715	13.8%	98
Paid bills online in last 12 months	8,202	41.7%	97

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	5,419	71.2%	102
Used bread in last 6 months	7,175	94.3%	100
Used chicken (fresh or frozen) in last 6 months	5,514	72.5%	105
Used turkey (fresh or frozen) in last 6 months	1,199	15.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	4,321	56.8%	104
Used fresh fruit/vegetables in last 6 months	6,590	86.6%	101
Used fresh milk in last 6 months	6,803	89.4%	102
Used organic food in last 6 months	1,629	21.4%	109
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	5,902	30.0%	106
Exercise at club 2+ times per week	2,768	14.1%	108
Visited a doctor in last 12 months	14,462	73.5%	97
Used vitamin/dietary supplement in last 6 months	10,130	51.5%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	2,127	28.0%	104
Used housekeeper/maid/professional HH cleaning service in last 12	1,117	14.7%	112
Purchased low ticket HH furnishings in last 12 months	1,229	16.2%	101
Purchased big ticket HH furnishings in last 12 months	1,632	21.5%	103
Bought any small kitchen appliance in last 12 months	1,639	21.5%	97
Bought any large kitchen appliance in last 12 months	1,046	13.8%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,371	37.4%	88
Carry medical/hospital/accident insurance	12,030	61.1%	93
Carry homeowner insurance	8,546	43.4%	92
Carry renter's insurance	1,394	7.1%	87
Have auto insurance: 1 vehicle in household covered	1,913	25.1%	82
Have auto insurance: 2 vehicles in household covered	2,279	30.0%	105
Have auto insurance: 3+ vehicles in household covered	2,010	26.4%	121
<b>Pets (Households)</b>			
Household owns any pet	4,228	55.6%	103
Household owns any cat	1,514	19.9%	89
Household owns any dog	3,322	43.7%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	7,652	38.9%	92
Usually buy items on credit rather than wait	2,390	12.1%	103
Usually buy based on quality - not price	3,676	18.7%	104
Price is usually more important than brand name	4,951	25.1%	96
Usually use coupons for brands I buy often	3,474	17.6%	93
Am interested in how to help the environment	3,776	19.2%	118
Usually pay more for environ safe product	2,983	15.2%	119
Usually value green products over convenience	2,333	11.8%	113
Likely to buy a brand that supports a charity	6,740	34.2%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,507	12.7%	96
Bought hardcover book in last 12 months	3,704	18.8%	90
Bought paperback book in last 12 month	5,600	28.4%	91
Read any daily newspaper (paper version)	4,187	21.3%	81
Read any digital newspaper in last 30 days	5,975	30.3%	91
Read any magazine (paper/electronic version) in last 6 months	17,707	89.9%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	14,577	74.0%	99
Went to family restaurant/steak house: 4+ times a month	5,327	27.1%	98
Went to fast food/drive-in restaurant in last 6 months	17,735	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	7,789	39.6%	100
Fast food/drive-in last 6 months: eat in	7,266	36.9%	102
Fast food/drive-in last 6 months: home delivery	1,535	7.8%	102
Fast food/drive-in last 6 months: take-out/drive-thru	9,021	45.8%	99
Fast food/drive-in last 6 months: take-out/walk-in	3,643	18.5%	95
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	5,891	29.9%	94
Own e-reader/tablet: iPad	3,313	16.8%	110
Own any portable MP3 player	6,428	32.6%	106
HH owns 1 TV	1,321	17.4%	85
HH owns 2 TVs	1,897	24.9%	96
HH owns 3 TVs	1,668	21.9%	103
HH owns 4+ TVs	1,659	21.8%	115
HH subscribes to cable TV	3,364	44.2%	89
HH subscribes to fiber optic	756	9.9%	131
HH has satellite dish	1,847	24.3%	96
HH owns DVD/Blu-ray player	4,736	62.3%	103
HH owns camcorder	1,295	17.0%	122
HH owns portable GPS navigation device	2,109	27.7%	101
HH purchased video game system in last 12 mos	720	9.5%	119
HH owns Internet video device for TV	572	7.5%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	9,334	47.4%	95
Took 3+ domestic non-business trips in last 12 months	2,192	11.1%	100
Spent on domestic vacations in last 12 months: <\$1,000	2,017	10.2%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,126	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	697	3.5%	99
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	826	4.2%	108
Spent on domestic vacations in last 12 months: \$3,000+	1,150	5.8%	106
Domestic travel in the 12 months: used general travel website	1,372	7.0%	103
Foreign travel in last 3 years	5,139	26.1%	108
Took 3+ foreign trips by plane in last 3 years	859	4.4%	97
Spent on foreign vacations in last 12 months: <\$1,000	858	4.4%	105
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	728	3.7%	113
Spent on foreign vacations in last 12 months: \$3,000+	1,070	5.4%	109
Foreign travel in last 3 years: used general travel website	1,170	5.9%	106
Nights spent in hotel/motel in last 12 months: any	7,590	38.6%	95
Took cruise of more than one day in last 3 years	1,639	8.3%	99
Member of any frequent flyer program	3,424	17.4%	107
Member of any hotel rewards program	2,825	14.3%	102

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