

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 5 minutes

Latitude: 42.17864
 Longitude: -88.33665

Demographic Summary

	2011	2016
Population	10,348	10,763
Population 18+	7,513	7,821
Households	3,789	3,967
Median Household Income	\$92,694	\$101,505

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	4,170	55.5%	111
Bought any women's apparel in last 12 months	3,696	49.2%	108
Bought apparel for child <13 in last 6 months	2,625	34.9%	123
Bought any shoes in last 12 months	4,460	59.4%	114
Bought costume jewelry in last 12 months	1,826	24.3%	117
Bought any fine jewelry in last 12 months	1,653	22.0%	100
Bought a watch in last 12 months	1,475	19.6%	102
Automobiles (Households)			
HH owns/leases any vehicle	3,598	95.0%	111
HH bought/leased new vehicle last 12 mo	596	15.7%	164
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,112	94.7%	109
Bought/changed motor oil in last 12 months	3,788	50.4%	97
Had tune-up in last 12 months	2,558	34.0%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	5,177	68.9%	111
Drank regular cola in last 6 months	3,587	47.7%	94
Drank beer/ale in last 6 months	3,648	48.6%	114
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,166	15.5%	121
Bought film in last 12 months	1,356	18.0%	95
Bought digital camera in last 12 months	777	10.3%	151
Bought memory card for camera in last 12 months	793	10.6%	138
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	2,912	38.8%	110
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,452	19.3%	91
Avg monthly cell/mobile phone/PDA bill: \$50-99	2,748	36.6%	113
Avg monthly cell/mobile phone/PDA bill: \$100+	2,168	28.9%	136
Computers (Households)			
HH owns a personal computer	3,538	93.4%	126
Spent <\$500 on most recent home PC purchase	313	8.3%	95
Spent \$500-\$999 on most recent home PC purchase	825	21.8%	122
Spent \$1000-\$1499 on most recent home PC purchase	696	18.4%	140
Spent \$1500-\$1999 on most recent home PC purchase	389	10.3%	144
Spent \$2000+ on most recent home PC purchase	377	10.0%	159

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Retail Market Potential

Lake in the Hills
240 N Randall Rd, Lake IN The Hills, IL, 60156
Drive Time: 5 minutes

Latitude: 42.17864
Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	4,714	62.7%	105
Bought cigarettes at convenience store in last 30 days	840	11.2%	72
Bought gas at convenience store in last 30 days	2,552	34.0%	102
Spent at convenience store in last 30 days: <\$20	857	11.4%	118
Spent at convenience store in last 30 days: \$20-39	807	10.7%	106
Spent at convenience store in last 30 days: \$40+	2,605	34.7%	97
Entertainment (Adults)			
Attended movies in last 6 months	5,294	70.5%	120
Went to live theater in last 12 months	1,353	18.0%	136
Went to a bar/night club in last 12 months	1,674	22.3%	117
Dined out in last 12 months	4,523	60.2%	122
Gambled at a casino in last 12 months	1,446	19.2%	120
Visited a theme park in last 12 months	2,364	31.5%	146
DVDs rented in last 30 days: 1	255	3.4%	128
DVDs rented in last 30 days: 2	445	5.9%	128
DVDs rented in last 30 days: 3	331	4.4%	138
DVDs rented in last 30 days: 4	368	4.9%	128
DVDs rented in last 30 days: 5+	1,348	17.9%	136
DVDs purchased in last 30 days: 1	543	7.2%	145
DVDs purchased in last 30 days: 2	445	5.9%	125
DVDs purchased in last 30 days: 3-4	365	4.9%	105
DVDs purchased in last 30 days: 5+	349	4.6%	90
Spent on toys/games in last 12 months: <\$50	499	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	189	2.5%	91
Spent on toys/games in last 12 months: \$100-\$199	596	7.9%	111
Spent on toys/games in last 12 months: \$200-\$499	1,002	13.3%	124
Spent on toys/games in last 12 months: \$500+	689	9.2%	160
Financial (Adults)			
Have home mortgage (1st)	2,412	32.1%	168
Used ATM/cash machine in last 12 months	4,997	66.5%	131
Own any stock	1,058	14.1%	153
Own U.S. savings bond	700	9.3%	137
Own shares in mutual fund (stock)	1,176	15.7%	167
Own shares in mutual fund (bonds)	664	8.8%	150
Used full service brokerage firm in last 12 months	668	8.9%	143
Have savings account	3,445	45.9%	127
Have 401K retirement savings	2,165	28.8%	163
Did banking over the Internet in last 12 months	3,172	42.2%	154
Own any credit/debit card (in own name)	6,461	86.0%	116
Avg monthly credit card expenditures: <\$111	1,040	13.8%	101
Avg monthly credit card expenditures: \$111-225	670	8.9%	115
Avg monthly credit card expenditures: \$226-450	661	8.8%	117
Avg monthly credit card expenditures: \$451-700	626	8.3%	131
Avg monthly credit card expenditures: \$701+	1,743	23.2%	173

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Retail Market Potential

Lake in the Hills
240 N Randall Rd, Lake IN The Hills, IL, 60156
Drive Time: 5 minutes

Latitude: 42.17864
Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,614	74.7%	106
Used bread in last 6 months	7,296	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	6,113	81.4%	105
Used fish/seafood (fresh or frozen) in last 6 months	4,312	57.4%	109
Used fresh fruit/vegetables in last 6 months	6,824	90.8%	104
Used fresh milk in last 6 months	6,987	93.0%	103
Health (Adults)			
Exercise at home 2+ times per week	2,632	35.0%	117
Exercise at club 2+ times per week	1,551	20.6%	166
Visited a doctor in last 12 months	6,211	82.7%	107
Used vitamin/dietary supplement in last 6 months	4,045	53.8%	111
Home (Households)			
Any home improvement in last 12 months	1,578	41.6%	132
Used housekeeper/maid/prof HH cleaning service in the last 12 months	900	23.8%	151
Purchased any HH furnishing in last 12 months	1,376	36.3%	121
Purchased bedding/bath goods in last 12 months	2,150	56.7%	104
Purchased cooking/serving product in last 12 months	1,145	30.2%	110
Bought any kitchen appliance in last 12 months	775	20.5%	117
Insurance (Adults)			
Currently carry any life insurance	4,424	58.9%	124
Have medical/hospital/accident insurance	6,063	80.7%	113
Carry homeowner insurance	5,170	68.8%	131
Carry renter insurance	381	5.1%	82
Have auto/other vehicle insurance	6,892	91.7%	111
Pets (Households)			
HH owns any pet	2,266	59.8%	116
HH owns any cat	893	23.6%	98
HH owns any dog	1,723	45.5%	121
Reading Materials (Adults)			
Bought book in last 12 months	4,575	60.9%	121
Read any daily newspaper	3,097	41.2%	100
Heavy magazine reader	1,715	22.8%	115
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	6,314	84.0%	117
Went to family restaurant/steak house last mo: <2 times	2,060	27.4%	107
Went to family restaurant/steak house last mo: 2-4 times	2,337	31.1%	116
Went to family restaurant/steak house last mo: 5+ times	1,917	25.5%	132
Went to fast food/drive-in restaurant in last 6 mo	7,007	93.3%	105
Went to fast food/drive-in restaurant <6 times/mo	2,393	31.9%	91
Went to fast food/drive-in restaurant 6-13 times/mo	2,488	33.1%	115
Went to fast food/drive-in restaurant 14+ times/mo	2,126	28.3%	114
Fast food/drive-in last 6 mo: eat in	3,134	41.7%	111
Fast food/drive-in last 6 mo: home delivery	924	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	4,640	61.8%	118
Fast food/drive-in last 6 mo: take-out/walk-in	2,008	26.7%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 5 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	2,895	76.4%	119
HH average monthly long distance phone bill: <\$16	1,152	30.4%	110
HH average monthly long distance phone bill: \$16-25	464	12.2%	107
HH average monthly long distance phone bill: \$26-59	467	12.3%	134
HH average monthly long distance phone bill: \$60+	213	5.6%	126
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	408	10.8%	54
HH owns 2 TVs	866	22.9%	87
HH owns 3 TVs	1,009	26.6%	119
HH owns 4+ TVs	1,208	31.9%	153
HH subscribes to cable TV	2,525	66.6%	115
HH Purchased audio equipment in last 12 months	417	11.0%	113
HH Purchased CD player in last 12 months	150	4.0%	102
HH Purchased DVD player in last 12 months	413	10.9%	112
HH Purchased MP3 player in last 12 months	1,111	14.8%	144
HH Purchased video game system in last 12 months	598	15.8%	146
Travel (Adults)			
Domestic travel in last 12 months	5,192	69.1%	132
Took 3+ domestic trips in last 12 months	1,628	21.7%	146
Spent on domestic vacations last 12 mo: <\$1000	1,029	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	692	9.2%	137
Spent on domestic vacations last 12 mo: \$1500-\$1999	501	6.7%	163
Spent on domestic vacations last 12 mo: \$2000-\$2999	515	6.9%	165
Spent on domestic vacations last 12 mo: \$3000+	645	8.6%	170
Foreign travel in last 3 years	2,879	38.3%	147
Took 3+ foreign trips by plane in last 3 years	574	7.6%	158
Spent on foreign vacations last 12 mo: <\$1000	666	8.9%	148
Spent on foreign vacations last 12 mo: \$1000-\$2999	397	5.3%	128
Spent on foreign vacations last 12 mo: \$3000+	593	7.9%	159
Stayed 1+ nights at hotel/motel in last 12 months	4,298	57.2%	141

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Retail Market Potential

Lake in the Hills
240 N Randall Rd, Lake IN The Hills, IL, 60156
Drive Time: 10 minutes

Latitude: 42.17864
Longitude: -88.33665

Demographic Summary	2011	2016
Population	93,324	98,032
Population 18+	64,779	68,067
Households	30,987	32,574
Median Household Income	\$88,671	\$98,446

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	35,801	55.3%	111
Bought any women's apparel in last 12 months	31,616	48.8%	107
Bought apparel for child <13 in last 6 months	22,243	34.3%	121
Bought any shoes in last 12 months	38,332	59.2%	114
Bought costume jewelry in last 12 months	15,600	24.1%	115
Bought any fine jewelry in last 12 months	14,139	21.8%	99
Bought a watch in last 12 months	12,664	19.6%	101
Automobiles (Households)			
HH owns/leases any vehicle	29,287	94.5%	110
HH bought/leased new vehicle last 12 mo	4,740	15.3%	159
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	61,065	94.3%	109
Bought/changed motor oil in last 12 months	32,504	50.2%	97
Had tune-up in last 12 months	22,115	34.1%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	44,317	68.4%	111
Drank regular cola in last 6 months	30,837	47.6%	93
Drank beer/ale in last 6 months	31,440	48.5%	114
Cameras & Film (Adults)			
Bought any camera in last 12 months	10,023	15.5%	121
Bought film in last 12 months	11,699	18.1%	95
Bought digital camera in last 12 months	6,643	10.3%	150
Bought memory card for camera in last 12 months	6,740	10.4%	136
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	24,947	38.5%	109
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	12,665	19.6%	92
Avg monthly cell/mobile phone/PDA bill: \$50-99	23,470	36.2%	112
Avg monthly cell/mobile phone/PDA bill: \$100+	18,426	28.4%	134
Computers (Households)			
HH owns a personal computer	28,628	92.4%	125
Spent <\$500 on most recent home PC purchase	2,568	8.3%	96
Spent \$500-\$999 on most recent home PC purchase	6,631	21.4%	120
Spent \$1000-\$1499 on most recent home PC purchase	5,633	18.2%	139
Spent \$1500-\$1999 on most recent home PC purchase	3,167	10.2%	143
Spent \$2000+ on most recent home PC purchase	2,997	9.7%	154

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Made with Esri Community Analyst

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 10 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	40,562	62.6%	104
Bought cigarettes at convenience store in last 30 days	7,200	11.1%	72
Bought gas at convenience store in last 30 days	21,686	33.5%	100
Spent at convenience store in last 30 days: <\$20	7,473	11.5%	120
Spent at convenience store in last 30 days: \$20-39	6,968	10.8%	106
Spent at convenience store in last 30 days: \$40+	22,338	34.5%	96
Entertainment (Adults)			
Attended movies in last 6 months	45,439	70.1%	119
Went to live theater in last 12 months	11,700	18.1%	137
Went to a bar/night club in last 12 months	14,450	22.3%	117
Dined out in last 12 months	38,931	60.1%	122
Gambled at a casino in last 12 months	12,600	19.5%	121
Visited a theme park in last 12 months	20,061	31.0%	144
DVDs rented in last 30 days: 1	2,221	3.4%	129
DVDs rented in last 30 days: 2	3,826	5.9%	128
DVDs rented in last 30 days: 3	2,834	4.4%	137
DVDs rented in last 30 days: 4	3,201	4.9%	129
DVDs rented in last 30 days: 5+	11,472	17.7%	134
DVDs purchased in last 30 days: 1	4,604	7.1%	143
DVDs purchased in last 30 days: 2	3,826	5.9%	125
DVDs purchased in last 30 days: 3-4	3,116	4.8%	104
DVDs purchased in last 30 days: 5+	3,021	4.7%	90
Spent on toys/games in last 12 months: <\$50	4,276	6.6%	109
Spent on toys/games in last 12 months: \$50-\$99	1,583	2.4%	89
Spent on toys/games in last 12 months: \$100-\$199	5,169	8.0%	111
Spent on toys/games in last 12 months: \$200-\$499	8,558	13.2%	122
Spent on toys/games in last 12 months: \$500+	5,866	9.1%	158
Financial (Adults)			
Have home mortgage (1st)	20,427	31.5%	165
Used ATM/cash machine in last 12 months	42,947	66.3%	130
Own any stock	9,068	14.0%	152
Own U.S. savings bond	6,029	9.3%	137
Own shares in mutual fund (stock)	10,121	15.6%	167
Own shares in mutual fund (bonds)	5,675	8.8%	148
Used full service brokerage firm in last 12 months	5,782	8.9%	144
Have savings account	29,656	45.8%	126
Have 401K retirement savings	18,421	28.4%	161
Did banking over the Internet in last 12 months	27,126	41.9%	153
Own any credit/debit card (in own name)	55,448	85.6%	116
Avg monthly credit card expenditures: <\$111	9,096	14.0%	102
Avg monthly credit card expenditures: \$111-225	5,672	8.8%	113
Avg monthly credit card expenditures: \$226-450	5,598	8.6%	115
Avg monthly credit card expenditures: \$451-700	5,368	8.3%	130
Avg monthly credit card expenditures: \$701+	14,808	22.9%	170

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Made with Esri Community Analyst

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 10 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	48,197	74.4%	105
Used bread in last 6 months	62,884	97.1%	101
Used chicken/turkey (fresh or frozen) in last 6 months	52,454	81.0%	105
Used fish/seafood (fresh or frozen) in last 6 months	37,069	57.2%	109
Used fresh fruit/vegetables in last 6 months	58,786	90.7%	104
Used fresh milk in last 6 months	60,240	93.0%	103
Health (Adults)			
Exercise at home 2+ times per week	22,627	34.9%	116
Exercise at club 2+ times per week	13,256	20.5%	165
Visited a doctor in last 12 months	53,533	82.6%	107
Used vitamin/dietary supplement in last 6 months	34,848	53.8%	111
Home (Households)			
Any home improvement in last 12 months	12,657	40.8%	129
Used housekeeper/maid/prof HH cleaning service in the last 12 months	7,273	23.5%	149
Purchased any HH furnishing in last 12 months	11,253	36.3%	121
Purchased bedding/bath goods in last 12 months	17,566	56.7%	104
Purchased cooking/serving product in last 12 months	9,333	30.1%	110
Bought any kitchen appliance in last 12 months	6,294	20.3%	117
Insurance (Adults)			
Currently carry any life insurance	37,630	58.1%	122
Have medical/hospital/accident insurance	52,008	80.3%	112
Carry homeowner insurance	43,715	67.5%	129
Carry renter insurance	3,475	5.4%	87
Have auto/other vehicle insurance	59,176	91.4%	110
Pets (Households)			
HH owns any pet	18,113	58.5%	114
HH owns any cat	7,241	23.4%	97
HH owns any dog	13,633	44.0%	117
Reading Materials (Adults)			
Bought book in last 12 months	39,408	60.8%	121
Read any daily newspaper	27,054	41.8%	101
Heavy magazine reader	14,724	22.7%	114
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	54,175	83.6%	116
Went to family restaurant/steak house last mo: <2 times	17,765	27.4%	107
Went to family restaurant/steak house last mo: 2-4 times	20,244	31.3%	116
Went to family restaurant/steak house last mo: 5+ times	16,171	25.0%	129
Went to fast food/drive-in restaurant in last 6 mo	60,215	93.0%	105
Went to fast food/drive-in restaurant <6 times/mo	20,801	32.1%	92
Went to fast food/drive-in restaurant 6-13 times/mo	21,323	32.9%	114
Went to fast food/drive-in restaurant 14+ times/mo	18,091	27.9%	112
Fast food/drive-in last 6 mo: eat in	26,954	41.6%	111
Fast food/drive-in last 6 mo: home delivery	7,949	12.3%	118
Fast food/drive-in last 6 mo: take-out/drive-thru	39,579	61.1%	117
Fast food/drive-in last 6 mo: take-out/walk-in	17,498	27.0%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 10 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	23,462	75.7%	117
HH average monthly long distance phone bill: <\$16	9,457	30.5%	110
HH average monthly long distance phone bill: \$16-25	3,815	12.3%	108
HH average monthly long distance phone bill: \$26-59	3,776	12.2%	132
HH average monthly long distance phone bill: \$60+	1,693	5.5%	122
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,528	11.4%	57
HH owns 2 TVs	7,199	23.2%	88
HH owns 3 TVs	8,136	26.3%	117
HH owns 4+ TVs	9,625	31.1%	149
HH subscribes to cable TV	20,859	67.3%	116
HH Purchased audio equipment in last 12 months	3,375	10.9%	112
HH Purchased CD player in last 12 months	1,218	3.9%	102
HH Purchased DVD player in last 12 months	3,310	10.7%	110
HH Purchased MP3 player in last 12 months	9,308	14.4%	140
HH Purchased video game system in last 12 months	4,787	15.4%	143
Travel (Adults)			
Domestic travel in last 12 months	44,405	68.5%	131
Took 3+ domestic trips in last 12 months	14,024	21.6%	146
Spent on domestic vacations last 12 mo: <\$1000	8,814	13.6%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,845	9.0%	134
Spent on domestic vacations last 12 mo: \$1500-\$1999	4,290	6.6%	162
Spent on domestic vacations last 12 mo: \$2000-\$2999	4,369	6.7%	163
Spent on domestic vacations last 12 mo: \$3000+	5,524	8.5%	169
Foreign travel in last 3 years	24,641	38.0%	146
Took 3+ foreign trips by plane in last 3 years	4,895	7.6%	157
Spent on foreign vacations last 12 mo: <\$1000	5,726	8.8%	148
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,427	5.3%	129
Spent on foreign vacations last 12 mo: \$3000+	5,094	7.9%	158
Stayed 1+ nights at hotel/motel in last 12 months	36,692	56.6%	140

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

Retail Market Potential

Lake in the Hills
240 N Randall Rd, Lake IN The Hills, IL, 60156
Drive Time: 20 minutes

Latitude: 42.17864
Longitude: -88.33665

Demographic Summary

	2011	2016
Population	312,716	327,407
Population 18+	224,942	236,252
Households	107,179	112,627
Median Household Income	\$79,530	\$88,917

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	121,618	54.1%	109
Bought any women's apparel in last 12 months	107,718	47.9%	105
Bought apparel for child <13 in last 6 months	72,095	32.1%	113
Bought any shoes in last 12 months	127,199	56.5%	109
Bought costume jewelry in last 12 months	52,332	23.3%	112
Bought any fine jewelry in last 12 months	50,862	22.6%	103
Bought a watch in last 12 months	43,636	19.4%	100
Automobiles (Households)			
HH owns/leases any vehicle	99,632	93.0%	108
HH bought/leased new vehicle last 12 mo	14,662	13.7%	142
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	208,178	92.5%	107
Bought/changed motor oil in last 12 months	113,265	50.4%	97
Had tune-up in last 12 months	76,952	34.2%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	150,670	67.0%	108
Drank regular cola in last 6 months	108,830	48.4%	95
Drank beer/ale in last 6 months	105,542	46.9%	110
Cameras & Film (Adults)			
Bought any camera in last 12 months	32,026	14.2%	111
Bought film in last 12 months	41,653	18.5%	97
Bought digital camera in last 12 months	20,031	8.9%	130
Bought memory card for camera in last 12 months	21,597	9.6%	126
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	84,408	37.5%	106
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	46,209	20.5%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	79,037	35.1%	108
Avg monthly cell/mobile phone/PDA bill: \$100+	59,263	26.3%	124
Computers (Households)			
HH owns a personal computer	94,247	87.9%	119
Spent <\$500 on most recent home PC purchase	8,961	8.4%	97
Spent \$500-\$999 on most recent home PC purchase	22,058	20.6%	115
Spent \$1000-\$1499 on most recent home PC purchase	18,122	16.9%	129
Spent \$1500-\$1999 on most recent home PC purchase	10,007	9.3%	131
Spent \$2000+ on most recent home PC purchase	9,388	8.8%	140

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Made with Esri Community Analyst

Retail Market Potential

Lake in the Hills
240 N Randall Rd, Lake IN The Hills, IL, 60156
Drive Time: 20 minutes

Latitude: 42.17864
Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	139,105	61.8%	103
Bought cigarettes at convenience store in last 30 days	26,590	11.8%	77
Bought gas at convenience store in last 30 days	73,865	32.8%	99
Spent at convenience store in last 30 days: <\$20	25,338	11.3%	117
Spent at convenience store in last 30 days: \$20-39	24,074	10.7%	105
Spent at convenience store in last 30 days: \$40+	77,141	34.3%	96
Entertainment (Adults)			
Attended movies in last 6 months	150,971	67.1%	114
Went to live theater in last 12 months	38,905	17.3%	131
Went to a bar/night club in last 12 months	46,412	20.6%	108
Dined out in last 12 months	128,880	57.3%	116
Gambled at a casino in last 12 months	42,676	19.0%	118
Visited a theme park in last 12 months	62,652	27.9%	129
DVDs rented in last 30 days: 1	7,144	3.2%	120
DVDs rented in last 30 days: 2	12,253	5.4%	118
DVDs rented in last 30 days: 3	8,860	3.9%	123
DVDs rented in last 30 days: 4	10,476	4.7%	121
DVDs rented in last 30 days: 5+	36,826	16.4%	124
DVDs purchased in last 30 days: 1	14,450	6.4%	129
DVDs purchased in last 30 days: 2	12,184	5.4%	115
DVDs purchased in last 30 days: 3-4	10,620	4.7%	102
DVDs purchased in last 30 days: 5+	10,681	4.7%	92
Spent on toys/games in last 12 months: <\$50	14,213	6.3%	104
Spent on toys/games in last 12 months: \$50-\$99	5,974	2.7%	96
Spent on toys/games in last 12 months: \$100-\$199	17,089	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	27,615	12.3%	114
Spent on toys/games in last 12 months: \$500+	17,284	7.7%	134
Financial (Adults)			
Have home mortgage (1st)	62,616	27.8%	145
Used ATM/cash machine in last 12 months	138,435	61.5%	121
Own any stock	29,351	13.0%	142
Own U.S. savings bond	19,255	8.6%	126
Own shares in mutual fund (stock)	31,084	13.8%	147
Own shares in mutual fund (bonds)	18,309	8.1%	138
Used full service brokerage firm in last 12 months	19,182	8.5%	137
Have savings account	97,251	43.2%	119
Have 401K retirement savings	55,623	24.7%	140
Did banking over the Internet in last 12 months	84,217	37.4%	137
Own any credit/debit card (in own name)	185,478	82.5%	112
Avg monthly credit card expenditures: <\$111	30,502	13.6%	99
Avg monthly credit card expenditures: \$111-225	18,868	8.4%	108
Avg monthly credit card expenditures: \$226-450	19,202	8.5%	114
Avg monthly credit card expenditures: \$451-700	17,643	7.8%	123
Avg monthly credit card expenditures: \$701+	46,355	20.6%	153

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 20 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	165,779	73.7%	104
Used bread in last 6 months	218,076	96.9%	101
Used chicken/turkey (fresh or frozen) in last 6 months	180,362	80.2%	104
Used fish/seafood (fresh or frozen) in last 6 months	127,925	56.9%	108
Used fresh fruit/vegetables in last 6 months	202,988	90.2%	104
Used fresh milk in last 6 months	208,021	92.5%	102
Health (Adults)			
Exercise at home 2+ times per week	76,710	34.1%	114
Exercise at club 2+ times per week	40,336	17.9%	144
Visited a doctor in last 12 months	182,423	81.1%	105
Used vitamin/dietary supplement in last 6 months	118,536	52.7%	109
Home (Households)			
Any home improvement in last 12 months	41,428	38.7%	122
Used housekeeper/maid/prof HH cleaning service in the last 12 months	23,337	21.8%	139
Purchased any HH furnishing in last 12 months	36,836	34.4%	114
Purchased bedding/bath goods in last 12 months	60,581	56.5%	103
Purchased cooking/serving product in last 12 months	31,217	29.1%	106
Bought any kitchen appliance in last 12 months	20,797	19.4%	111
Insurance (Adults)			
Currently carry any life insurance	122,281	54.4%	114
Have medical/hospital/accident insurance	174,716	77.7%	108
Carry homeowner insurance	142,581	63.4%	121
Carry renter insurance	11,522	5.1%	83
Have auto/other vehicle insurance	201,781	89.7%	108
Pets (Households)			
HH owns any pet	61,098	57.0%	111
HH owns any cat	25,548	23.8%	99
HH owns any dog	45,638	42.6%	113
Reading Materials (Adults)			
Bought book in last 12 months	131,241	58.3%	116
Read any daily newspaper	95,591	42.5%	103
Heavy magazine reader	48,666	21.6%	109
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	180,833	80.4%	112
Went to family restaurant/steak house last mo: <2 times	60,491	26.9%	105
Went to family restaurant/steak house last mo: 2-4 times	68,453	30.4%	113
Went to family restaurant/steak house last mo: 5+ times	51,897	23.1%	119
Went to fast food/drive-in restaurant in last 6 mo	205,676	91.4%	103
Went to fast food/drive-in restaurant <6 times/mo	76,176	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	70,315	31.3%	109
Went to fast food/drive-in restaurant 14+ times/mo	59,186	26.3%	106
Fast food/drive-in last 6 mo: eat in	90,462	40.2%	107
Fast food/drive-in last 6 mo: home delivery	26,254	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	128,317	57.0%	109
Fast food/drive-in last 6 mo: take-out/walk-in	59,458	26.4%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Retail Market Potential

Lake in the Hills
 240 N Randall Rd, Lake IN The Hills, IL, 60156
 Drive Time: 20 minutes

Latitude: 42.17864
 Longitude: -88.33665

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	78,751	73.5%	114
HH average monthly long distance phone bill: <\$16	31,844	29.7%	108
HH average monthly long distance phone bill: \$16-25	13,324	12.4%	109
HH average monthly long distance phone bill: \$26-59	12,305	11.5%	125
HH average monthly long distance phone bill: \$60+	5,585	5.2%	117
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	14,355	13.4%	68
HH owns 2 TVs	25,566	23.9%	91
HH owns 3 TVs	27,078	25.3%	113
HH owns 4+ TVs	30,958	28.9%	138
HH subscribes to cable TV	70,999	66.2%	114
HH Purchased audio equipment in last 12 months	11,114	10.4%	106
HH Purchased CD player in last 12 months	4,095	3.8%	99
HH Purchased DVD player in last 12 months	11,242	10.5%	108
HH Purchased MP3 player in last 12 months	29,911	13.3%	130
HH Purchased video game system in last 12 months	14,890	13.9%	129
Travel (Adults)			
Domestic travel in last 12 months	144,578	64.3%	123
Took 3+ domestic trips in last 12 months	44,372	19.7%	133
Spent on domestic vacations last 12 mo: <\$1000	30,007	13.3%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	18,763	8.3%	124
Spent on domestic vacations last 12 mo: \$1500-\$1999	13,435	6.0%	146
Spent on domestic vacations last 12 mo: \$2000-\$2999	13,396	6.0%	144
Spent on domestic vacations last 12 mo: \$3000+	17,162	7.6%	151
Foreign travel in last 3 years	80,312	35.7%	137
Took 3+ foreign trips by plane in last 3 years	15,573	6.9%	143
Spent on foreign vacations last 12 mo: <\$1000	17,745	7.9%	132
Spent on foreign vacations last 12 mo: \$1000-\$2999	11,910	5.3%	129
Spent on foreign vacations last 12 mo: \$3000+	15,979	7.1%	143
Stayed 1+ nights at hotel/motel in last 12 months	117,115	52.1%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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 2011 and 2016.

July 05, 2012

Made with Esri Community Analyst