



Retail Market Potential

Tinley Park village, IL (1775484)
Place

Demographic Summary	2013	2018
Population	56,717	57,005
Population 18+	44,298	44,663
Households	21,719	21,954
Median Household Income	\$75,618	\$85,649

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	23,246	52.5%	106
Bought any women's clothing in last 12 months	20,824	47.0%	103
Bought clothing for child <13 years in last 6 months	13,374	30.2%	102
Bought any shoes in last 12 months	25,460	57.5%	105
Bought costume jewelry in last 12 months	9,430	21.3%	106
Bought any fine jewelry in last 12 months	9,135	20.6%	104
Bought a watch in last 12 months	5,643	12.7%	112

Automobiles (Households)			
HH owns/leases any vehicle	19,777	91.1%	107
HH bought/leased new vehicle last 12 mo	1,991	9.2%	116

Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	40,524	91.5%	107
Bought/changed motor oil in last 12 months	22,953	51.8%	103
Had tune-up in last 12 months	14,283	32.2%	102

Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	28,785	65.0%	102
Drank regular cola in last 6 months	19,035	43.0%	92
Drank beer/ale in last 6 months	20,696	46.7%	110

Cameras (Adults)			
Own digital point & shoot camera	18,424	41.6%	120
Own digital single-lens reflex (SLR) camera	4,427	10.0%	120
Bought any camera in last 12 months	4,212	9.5%	109
Bought memory card for camera in last 12 months	3,221	7.3%	111
Printed digital photos in last 12 months	1,940	4.4%	100

Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,984	38.3%	102
Have a smartphone	17,451	39.4%	108
Have an iPhone	5,575	12.6%	108
Number of cell phones in household: 1	5,633	25.9%	81
Number of cell phones in household: 2	8,278	38.1%	106
Number of cell phones in household: 3+	6,544	30.1%	122
HH has cell phone only (no landline telephone)	5,996	27.6%	82

Computers (Households)			
HH owns a computer	18,158	83.6%	111
HH owns desktop computer	12,952	59.6%	115
HH owns laptop/notebook/tablet	11,824	54.4%	114
Spent <\$500 on most recent home computer	3,004	13.8%	105
Spent \$500-\$999 on most recent home computer	5,260	24.2%	117
Spent \$1,000-\$1,499 on most recent home computer	2,801	12.9%	120
Spent \$1,500-\$1,999 on most recent home computer	1,206	5.6%	111
Spent \$2,000+ on most recent home computer	949	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 2013 and 2018.



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Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	7,926	17.9%	114
Bought cigarettes at convenience store in last 30 days	5,727	12.9%	97
Bought gas at convenience store in last 30 days	15,263	34.5%	104
Spent at convenience store in last 30 days: <\$11	3,458	7.8%	111
Spent at convenience store in last 30 days: \$11-\$19	837	1.9%	97
Spent at convenience store in last 30 days: \$20-\$39	4,456	10.1%	108
Spent at convenience store in last 30 days: \$40-\$50	3,604	8.1%	107
Spent at convenience store in last 30 days: \$51-\$99	2,378	5.4%	108
Spent at convenience store in last 30 days: \$100+	10,021	22.6%	99
Entertainment (Adults)			
Attended a movie in last 6 months	29,109	65.7%	108
Went to live theater in last 12 months	6,110	13.8%	114
Went to a bar/night club in last 12 months	8,719	19.7%	110
Dined out in last 12 months	23,293	52.6%	114
Gambled at a casino in last 12 months	7,906	17.8%	114
Visited a theme park in last 12 months	8,931	20.2%	111
Viewed movie (video-on-demand) in last 30 days	8,629	19.5%	125
Viewed TV show (video-on-demand) in last 30 days	5,981	13.5%	130
Watched any pay-per-view TV in last 12 months	7,138	16.1%	114
Downloaded a movie over the Internet in last 30 days	2,686	6.1%	103
Downloaded any individual song in last 6 months	10,044	22.7%	110
Watched a movie online in the last 30 days	5,151	11.6%	104
Watched a TV program online in last 30 days	6,107	13.8%	111
Played a video/electronic game (console) in last 12 months	5,735	12.9%	110
Played a video/electronic game (portable) in last 12 months	2,151	4.9%	105
Financial (Adults)			
Have home mortgage (1st)	18,795	42.4%	132
Used ATM/cash machine in last 12 months	24,233	54.7%	114
Own any stock	4,019	9.1%	111
Own U.S. savings bond	3,417	7.7%	123
Own shares in mutual fund (stock)	4,170	9.4%	116
Own shares in mutual fund (bonds)	2,778	6.3%	120
Have interest checking account	15,245	34.4%	119
Have non-interest checking account	13,905	31.4%	109
Have savings account	27,073	61.1%	115
Have 401K retirement savings plan	8,185	18.5%	126
Own/used any credit/debit card in last 12 months	35,527	80.2%	110
Avg monthly credit card expenditures: <\$111	6,219	14.0%	113
Avg monthly credit card expenditures: \$111-\$225	3,478	7.9%	121
Avg monthly credit card expenditures: \$226-\$450	3,142	7.1%	116
Avg monthly credit card expenditures: \$451-\$700	2,737	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	2,220	5.0%	112
Avg monthly credit card expenditures: \$1,001+	4,684	10.6%	117
Did banking online in last 12 months	18,795	42.4%	124
Did banking on mobile device in last 12 months	3,334	7.5%	104
Paid bills online in last 12 months	20,975	47.3%	118

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32,904	74.3%	103
Used bread in last 6 months	42,777	96.6%	101
Used chicken/turkey (fresh or frozen) in last 6 months	36,799	83.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	25,714	58.0%	105
Used fresh fruit/vegetables in last 6 months	39,875	90.0%	103
Used fresh milk in last 6 months	40,565	91.6%	102
Used organic food in last 6 months	8,394	18.9%	100
Health (Adults)			
Exercise at home 2+ times per week	13,798	31.1%	115
Exercise at club 2+ times per week	6,936	15.7%	119
Visited a doctor in last 12 months	35,063	79.2%	105
Used vitamin/dietary supplement in last 6 months	25,570	57.7%	108
Home (Households)			
Any home improvement in last 12 months	7,640	35.2%	124
Used housekeeper/maid/professional HH cleaning service in last 12	3,014	13.9%	104
Purchased low ticket HH furnishings in last 12 months	3,762	17.3%	111
Purchased big ticket HH furnishings in last 12 months	5,026	23.1%	109
Purchased bedding/bath goods in last 12 months	12,291	56.6%	105
Purchased cooking/serving product in last 12 months	5,611	25.8%	106
Bought any small kitchen appliance in last 12 months	5,195	23.9%	109
Bought any large kitchen appliance in last 12 months	3,177	14.6%	115
Insurance (Adults/Households)			
Currently carry life insurance	21,989	49.6%	113
Carry medical/hospital/accident insurance	31,004	70.0%	109
Carry homeowner insurance	25,993	58.7%	121
Have auto insurance: 1 vehicle in household covered	5,756	26.5%	86
Have auto insurance: 2 vehicles in household covered	7,298	33.6%	120
Have auto insurance: 3+ vehicles in household covered	5,981	27.5%	125
Pets (Households)			
Household owns any pet	12,661	58.3%	111
Household owns any cat	5,553	25.6%	111
Household owns any dog	9,283	42.7%	109
Psychographics (Adults)			
Buying American is important to me	18,622	42.0%	101
Usually buy items on credit rather than wait	5,306	12.0%	103
Usually buy based on quality - not price	7,516	17.0%	93
Price is usually more important than brand name	11,964	27.0%	100
Usually use coupons for brands I buy often	8,410	19.0%	101
Am interested in how to help the environment	7,186	16.2%	93
Usually pay more for environ safe product	4,819	10.9%	87
Usually value green products over convenience	3,747	8.5%	86
Likely to buy a brand that supports a charity	15,221	34.4%	103
Reading (Adults)			
Bought digital book in last 12 months	3,509	7.9%	114
Bought hardcover book in last 12 months	12,312	27.8%	110
Bought paperback book in last 12 month	17,887	40.4%	111
Read newspaper using e-reader/tablet in last 6 months	1,099	2.5%	99
Read book using e-reader/tablet in last 6 months	3,619	8.2%	115
Read any daily newspaper (paper version)	15,216	34.3%	107
Read any magazine (paper/electronic version) in last 6 months	41,456	93.6%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	36,251	81.8%	108
Went to family restaurant/steak house: 4+ times a month	14,312	32.3%	109
Went to fast food/drive-in restaurant in last 6 months	40,601	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	18,955	42.8%	106
Fast food/drive-in last 6 months: eat in	17,358	39.2%	108
Fast food/drive-in last 6 months: home delivery	3,570	8.1%	104
Fast food/drive-in last 6 months: take-out/drive-thru	22,791	51.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	9,551	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	5,133	11.6%	119
Own any portable MP3 player	17,844	40.3%	120
HH owns 1 TV	3,249	15.0%	75
HH owns 2 TVs	5,340	24.6%	94
HH owns 3 TVs	5,111	23.5%	109
HH owns 4+ TVs	5,659	26.1%	129
HH subscribes to cable TV	13,111	60.4%	109
HH subscribes to fiber optic	1,926	8.9%	144
HH has satellite dish	5,034	23.2%	91
HH owns DVD/Blu-ray player	14,775	68.0%	109
HH owns camcorder	4,814	22.2%	128
HH owns portable GPS navigation device	7,211	33.2%	127
HH owns video game system	10,804	49.7%	115
Travel (Adults)			
Domestic travel in last 12 months	26,005	58.7%	116
Took 3+ domestic non-business trips in last 12 months	6,570	14.8%	119
Spent on domestic vacations in last 12 months: <\$1,000	5,990	13.5%	117
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,988	6.7%	114
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,100	4.7%	125
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,135	4.8%	120
Spent on domestic vacations in last 12 months: \$3,000+	2,930	6.6%	117
Domestic travel in the 12 months: used general travel website	3,809	8.6%	111
Foreign travel in last 3 years	12,143	27.4%	112
Took 3+ foreign trips by plane in last 3 years	1,927	4.4%	98
Spent on foreign vacations in last 12 months: <\$1,000	2,511	5.7%	116
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,515	3.4%	100
Spent on foreign vacations in last 12 months: \$3,000+	2,146	4.8%	101
Foreign travel in last 3 years: used general travel website	3,053	6.9%	113
Stayed 1+ nights at hotel/motel in last 12 months	21,395	48.3%	115
Took cruise of more than one day in last 3 years	4,494	10.1%	117
Member of any frequent flyer program	8,817	19.9%	119
Member of any hotel rewards program	7,017	15.8%	117

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