



# Retail Market Potential

Yorkville City, IL  
 Yorkville City, IL (1784038)  
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024
Population		18,987	20,549
Population 18+		13,763	14,864
Households		6,660	7,207
Median Household Income		\$92,084	\$101,224

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	7,136	51.8%	110
Bought any women's clothing in last 12 months	6,320	45.9%	107
Bought clothing for child <13 years in last 6 months	4,624	33.6%	126
Bought any shoes in last 12 months	7,764	56.4%	108
Bought costume jewelry in last 12 months	2,489	18.1%	104
Bought any fine jewelry in last 12 months	2,503	18.2%	102
Bought a watch in last 12 months	2,063	15.0%	97
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	6,127	92.0%	108
HH bought/leased new vehicle last 12 months	832	12.5%	127
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	12,622	91.7%	107
Bought/changed motor oil in last 12 months	6,944	50.5%	106
Had tune-up in last 12 months	3,456	25.1%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	10,057	73.1%	102
Drank regular cola in last 6 months	5,786	42.0%	95
Drank beer/ale in last 6 months	6,068	44.1%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,684	12.2%	122
Own digital SLR camera/camcorder	1,487	10.8%	137
Printed digital photos in last 12 months	3,881	28.2%	123
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	4,935	35.9%	104
Have a smartphone	12,484	90.7%	108
Have a smartphone: Android phone (any brand)	5,624	40.9%	101
Have a smartphone: Apple iPhone	6,735	48.9%	117
Number of cell phones in household: 1	1,253	18.8%	62
Number of cell phones in household: 2	2,711	40.7%	105
Number of cell phones in household: 3+	2,594	38.9%	139
HH has cell phone only (no landline telephone)	3,830	57.5%	103
<b>Computers (Households)</b>			
HH owns a computer	5,576	83.7%	114
HH owns desktop computer	2,872	43.1%	117
HH owns laptop/notebook	4,491	67.4%	119
HH owns any Apple/Mac brand computer	1,394	20.9%	116
HH owns any PC/non-Apple brand computer	4,705	70.6%	115
HH purchased most recent computer in a store	2,825	42.4%	117
HH purchased most recent computer online	1,107	16.6%	122
Spent <\$1-499 on most recent home computer	1,021	15.3%	104
Spent \$500-\$999 on most recent home computer	1,347	20.2%	121
Spent \$1,000-\$1,499 on most recent home computer	723	10.9%	113
Spent \$1,500-\$1,999 on most recent home computer	354	5.3%	120
Spent \$2,000+ on most recent home computer	364	5.5%	138

**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 2019 and 2024.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	9,160	66.6%	105
Bought brewed coffee at convenience store in last 30 days	1,951	14.2%	102
Bought cigarettes at convenience store in last 30 days	1,244	9.0%	84
Bought gas at convenience store in last 30 days	5,859	42.6%	114
Spent at convenience store in last 30 days: <\$1-19	982	7.1%	104
Spent at convenience store in last 30 days: \$20-\$39	1,314	9.5%	101
Spent at convenience store in last 30 days: \$40-\$50	1,136	8.3%	100
Spent at convenience store in last 30 days: \$51-\$99	727	5.3%	95
Spent at convenience store in last 30 days: \$100+	3,537	25.7%	115
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	9,115	66.2%	113
Went to live theater in last 12 months	1,579	11.5%	104
Went to a bar/night club in last 12 months	2,672	19.4%	113
Dined out in last 12 months	8,160	59.3%	114
Gambled at a casino in last 12 months	1,903	13.8%	105
Visited a theme park in last 12 months	3,132	22.8%	120
Viewed movie (video-on-demand) in last 30 days	3,097	22.5%	129
Viewed TV show (video-on-demand) in last 30 days	2,125	15.4%	122
Watched any pay-per-view TV in last 12 months	1,691	12.3%	125
Downloaded a movie over the Internet in last 30 days	1,514	11.0%	115
Downloaded any individual song in last 6 months	3,163	23.0%	121
Watched a movie online in the last 30 days	3,863	28.1%	104
Watched a TV program online in last 30 days	2,976	21.6%	113
Played a video/electronic game (console) in last 12 months	1,333	9.7%	109
Played a video/electronic game (portable) in last 12 months	662	4.8%	103
<b>Financial (Adults)</b>			
Have home mortgage (1st)	6,157	44.7%	144
Used ATM/cash machine in last 12 months	8,220	59.7%	113
Own any stock	1,099	8.0%	111
Own U.S. savings bond	670	4.9%	112
Own shares in mutual fund (stock)	1,204	8.7%	122
Own shares in mutual fund (bonds)	802	5.8%	122
Have interest checking account	4,575	33.2%	116
Have non-interest checking account	4,281	31.1%	106
Have savings account	9,069	65.9%	115
Have 401K retirement savings plan	2,969	21.6%	134
Own/used any credit/debit card in last 12 months	11,671	84.8%	107
Avg monthly credit card expenditures: <\$1-110	1,663	12.1%	105
Avg monthly credit card expenditures: \$111-\$225	1,099	8.0%	108
Avg monthly credit card expenditures: \$226-\$450	989	7.2%	105
Avg monthly credit card expenditures: \$451-\$700	981	7.1%	116
Avg monthly credit card expenditures: \$701-\$1,000	829	6.0%	108
Avg monthly credit card expenditures: \$1,001+	1,947	14.1%	121
Did banking online in last 12 months	6,786	49.3%	126
Did banking on mobile device in last 12 months	4,600	33.4%	129
Paid bills online in last 12 months	8,224	59.8%	119

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	4,892	73.5%	107
Used bread in last 6 months	6,270	94.1%	101
Used chicken (fresh or frozen) in last 6 months	4,960	74.5%	107
Used turkey (fresh or frozen) in last 6 months	1,026	15.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	3,784	56.8%	103
Used fresh fruit/vegetables in last 6 months	5,898	88.6%	103
Used fresh milk in last 6 months	5,866	88.1%	102
Used organic food in last 6 months	1,681	25.2%	106
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	4,348	31.6%	115
Exercise at club 2+ times per week	2,276	16.5%	115
Visited a doctor in last 12 months	10,865	78.9%	103
Used vitamin/dietary supplement in last 6 months	7,567	55.0%	102
<b>Home (Households)</b>			
Did any home improvement in last 12 months	2,260	33.9%	123
Used any housekeeper/professional cleaning service in last 12 months	1,140	17.1%	117
Purchased low ticket HH furnishings in last 12 months	1,320	19.8%	116
Purchased big ticket HH furnishings in last 12 months	1,714	25.7%	116
Bought any small kitchen appliance in last 12 months	1,622	24.4%	109
Bought any large kitchen appliance in last 12 months	1,120	16.8%	121
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	7,253	52.7%	119
Carry medical/hospital/accident insurance	10,915	79.3%	106
Carry homeowner insurance	7,956	57.8%	122
Carry renter's insurance	1,127	8.2%	96
Have auto insurance: 1 vehicle in household covered	1,537	23.1%	74
Have auto insurance: 2 vehicles in household covered	2,464	37.0%	130
Have auto insurance: 3+ vehicles in household covered	2,002	30.1%	131
<b>Pets (Households)</b>			
Household owns any pet	4,250	63.8%	117
Household owns any cat	1,630	24.5%	107
Household owns any dog	3,384	50.8%	122
<b>Psychographics (Adults)</b>			
Buying American is important to me	5,358	38.9%	99
Usually buy items on credit rather than wait	1,753	12.7%	97
Usually buy based on quality - not price	2,417	17.6%	92
Price is usually more important than brand name	3,849	28.0%	102
Usually use coupons for brands I buy often	2,302	16.7%	97
Am interested in how to help the environment	2,239	16.3%	84
Usually pay more for environ safe product	1,708	12.4%	88
Usually value green products over convenience	1,297	9.4%	83
Likely to buy a brand that supports a charity	4,754	34.5%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	2,125	15.4%	119
Bought hardcover book in last 12 months	3,095	22.5%	112
Bought paperback book in last 12 month	4,582	33.3%	117
Read any daily newspaper (paper version)	2,048	14.9%	81
Read any digital newspaper in last 30 days	5,883	42.7%	107
Read any magazine (paper/electronic version) in last 6 months	12,866	93.5%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	11,209	81.4%	109
Went to family restaurant/steak house: 4+ times a month	4,257	30.9%	117
Went to fast food/drive-in restaurant in last 6 months	12,822	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	5,985	43.5%	111
Fast food restaurant last 6 months: eat in	5,493	39.9%	107
Fast food restaurant last 6 months: home delivery	1,320	9.6%	111
Fast food restaurant last 6 months: take-out/drive-thru	7,502	54.5%	116
Fast food restaurant last 6 months: take-out/walk-in	3,081	22.4%	107
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	8,016	58.2%	121
Own any e-reader	1,422	10.3%	124
Own e-reader/tablet: iPad	5,129	37.3%	132
HH has Internet connectable TV	2,366	35.5%	124
Own any portable MP3 player	3,207	23.3%	125
HH owns 1 TV	963	14.5%	69
HH owns 2 TVs	1,771	26.6%	99
HH owns 3 TVs	1,608	24.1%	115
HH owns 4+ TVs	1,599	24.0%	138
HH subscribes to cable TV	2,836	42.6%	98
HH subscribes to fiber optic	495	7.4%	105
HH owns portable GPS navigation device	1,810	27.2%	119
HH purchased video game system in last 12 months	588	8.8%	107
HH owns any Internet video device for TV	2,094	31.4%	131
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	8,426	61.2%	116
Took 3+ domestic non-business trips in last 12 months	1,894	13.8%	116
Spent on domestic vacations in last 12 months: <\$1-999	1,603	11.6%	108
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	936	6.8%	109
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	738	5.4%	133
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	765	5.6%	133
Spent on domestic vacations in last 12 months: \$3,000+	1,142	8.3%	128
Domestic travel in last 12 months: used general travel website	1,107	8.0%	118
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,483	32.6%	119
Took 3+ foreign trips by plane in last 3 years	764	5.6%	102
Spent on foreign vacations in last 12 months: <\$1-999	841	6.1%	131
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	558	4.1%	101
Spent on foreign vacations in last 12 months: \$3,000+	989	7.2%	114
Foreign travel in last 3 years: used general travel website	959	7.0%	121
Nights spent in hotel/motel in last 12 months: any	7,402	53.8%	121
Took cruise of more than one day in last 3 years	1,440	10.5%	118
Member of any frequent flyer program	3,161	23.0%	127
Member of any hotel rewards program	3,115	22.6%	126

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