



Retail Market Potential

Hoffman Estates village, IL (1735411)
Place

Demographic Summary		2014	2019
Population		52,639	53,516
Population 18+		40,304	41,008
Households		18,457	18,831
Median Household Income		\$77,081	\$86,263

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	20,712	51.4%	106
Bought any women's clothing in last 12 months	18,569	46.1%	103
Bought clothing for child <13 years in last 6 months	10,939	27.1%	97
Bought any shoes in last 12 months	23,127	57.4%	105
Bought costume jewelry in last 12 months	8,509	21.1%	106
Bought any fine jewelry in last 12 months	8,318	20.6%	106
Bought a watch in last 12 months	4,939	12.3%	107
Automobiles (Households)			
HH owns/leases any vehicle	16,674	90.3%	106
HH bought/leased new vehicle last 12 mo	2,025	11.0%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	36,282	90.0%	106
Bought/changed motor oil in last 12 months	18,840	46.7%	94
Had tune-up in last 12 months	13,518	33.5%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	27,902	69.2%	106
Drank regular cola in last 6 months	16,785	41.6%	91
Drank beer/ale in last 6 months	18,719	46.4%	110
Cameras (Adults)			
Own digital point & shoot camera	15,268	37.9%	117
Own digital single-lens reflex (SLR) camera	4,177	10.4%	121
Bought any camera in last 12 months	3,215	8.0%	110
Bought memory card for camera in last 12 months	2,623	6.5%	113
Printed digital photos in last 12 months	1,339	3.3%	98
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	15,268	37.9%	104
Have a smartphone	22,913	56.9%	117
Have an iPhone	9,621	23.9%	128
Number of cell phones in household: 1	4,674	25.3%	79
Number of cell phones in household: 2	7,098	38.5%	104
Number of cell phones in household: 3+	6,020	32.6%	130
HH has cell phone only (no landline telephone)	5,671	30.7%	81
Computers (Households)			
HH owns a computer	15,800	85.6%	112
HH owns desktop computer	10,119	54.8%	113
HH owns laptop/notebook	11,084	60.1%	117
Spent <\$500 on most recent home computer	2,354	12.8%	91
Spent \$500-\$999 on most recent home computer	4,142	22.4%	111
Spent \$1,000-\$1,499 on most recent home computer	2,339	12.7%	127
Spent \$1,500-\$1,999 on most recent home computer	1,131	6.1%	133
Spent \$2,000+ on most recent home computer	908	4.9%	128

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 2014 and 2019.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	24,688	61.3%	101
Bought brewed coffee at convenience store in last 30 days	6,590	16.4%	107
Bought cigarettes at convenience store in last 30 days	4,004	9.9%	76
Bought gas at convenience store in last 30 days	11,977	29.7%	89
Spent at convenience store in last 30 days: <\$20	3,717	9.2%	112
Spent at convenience store in last 30 days: \$20-\$39	3,874	9.6%	106
Spent at convenience store in last 30 days: \$40-\$50	3,252	8.1%	105
Spent at convenience store in last 30 days: \$51-\$99	1,683	4.2%	92
Spent at convenience store in last 30 days: \$100+	8,043	20.0%	87
Entertainment (Adults)			
Attended a movie in last 6 months	26,785	66.5%	110
Went to live theater in last 12 months	6,215	15.4%	123
Went to a bar/night club in last 12 months	7,855	19.5%	114
Dined out in last 12 months	20,711	51.4%	114
Gambled at a casino in last 12 months	7,049	17.5%	119
Visited a theme park in last 12 months	9,204	22.8%	127
Viewed movie (video-on-demand) in last 30 days	9,026	22.4%	144
Viewed TV show (video-on-demand) in last 30 days	7,023	17.4%	142
Watched any pay-per-view TV in last 12 months	6,235	15.5%	118
Downloaded a movie over the Internet in last 30 days	3,041	7.5%	114
Downloaded any individual song in last 6 months	9,725	24.1%	118
Watched a movie online in the last 30 days	6,409	15.9%	117
Watched a TV program online in last 30 days	6,360	15.8%	117
Played a video/electronic game (console) in last 12 months	4,829	12.0%	105
Played a video/electronic game (portable) in last 12 months	1,803	4.5%	100
Financial (Adults)			
Have home mortgage (1st)	15,965	39.6%	125
Used ATM/cash machine in last 12 months	22,562	56.0%	115
Own any stock	4,200	10.4%	134
Own U.S. savings bond	2,767	6.9%	119
Own shares in mutual fund (stock)	4,041	10.0%	134
Own shares in mutual fund (bonds)	2,848	7.1%	144
Have interest checking account	13,524	33.6%	116
Have non-interest checking account	12,131	30.1%	107
Have savings account	24,651	61.2%	114
Have 401K retirement savings plan	7,871	19.5%	132
Own/used any credit/debit card in last 12 months	32,769	81.3%	110
Avg monthly credit card expenditures: <\$111	4,776	11.8%	100
Avg monthly credit card expenditures: \$111-\$225	3,066	7.6%	117
Avg monthly credit card expenditures: \$226-\$450	2,991	7.4%	117
Avg monthly credit card expenditures: \$451-\$700	2,694	6.7%	123
Avg monthly credit card expenditures: \$701-\$1,000	2,275	5.6%	130
Avg monthly credit card expenditures: \$1,001+	5,297	13.1%	143
Did banking online in last 12 months	17,854	44.3%	126
Did banking on mobile device in last 12 months	5,200	12.9%	124
Paid bills online in last 12 months	20,586	51.1%	122

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	28,556	70.9%	99
Used bread in last 6 months	38,480	95.5%	100
Used chicken (fresh or frozen) in last 6 mos	29,712	73.7%	103
Used turkey (fresh or frozen) in last 6 mos	7,800	19.4%	106
Used fish/seafood (fresh or frozen) in last 6 months	23,091	57.3%	102
Used fresh fruit/vegetables in last 6 months	35,821	88.9%	102
Used fresh milk in last 6 months	36,362	90.2%	100
Used organic food in last 6 months	8,803	21.8%	111
Health (Adults)			
Exercise at home 2+ times per week	12,757	31.7%	111
Exercise at club 2+ times per week	6,769	16.8%	130
Visited a doctor in last 12 months	31,508	78.2%	103
Used vitamin/dietary supplement in last 6 months	23,520	58.4%	109
Home (Households)			
Any home improvement in last 12 months	5,941	32.2%	117
Used housekeeper/maid/professional HH cleaning service in last 12	3,130	17.0%	130
Purchased low ticket HH furnishings in last 12 months	3,253	17.6%	113
Purchased big ticket HH furnishings in last 12 months	4,352	23.6%	112
Purchased bedding/bath goods in last 12 months	10,434	56.5%	106
Purchased cooking/serving product in last 12 months	4,883	26.5%	109
Bought any small kitchen appliance in last 12 months	4,396	23.8%	107
Bought any large kitchen appliance in last 12 months	2,664	14.4%	112
Insurance (Adults/Households)			
Currently carry life insurance	19,096	47.4%	109
Carry medical/hospital/accident insurance	28,309	70.2%	109
Carry homeowner insurance	21,727	53.9%	113
Carry renter's insurance	3,314	8.2%	111
Have auto insurance: 1 vehicle in household covered	5,197	28.2%	90
Have auto insurance: 2 vehicles in household covered	6,101	33.1%	118
Have auto insurance: 3+ vehicles in household covered	4,822	26.1%	119
Pets (Households)			
Household owns any pet	10,085	54.6%	103
Household owns any cat	4,045	21.9%	96
Household owns any dog	7,381	40.0%	100
Psychographics (Adults)			
Buying American is important to me	16,432	40.8%	95
Usually buy items on credit rather than wait	5,183	12.9%	113
Usually buy based on quality - not price	7,275	18.1%	101
Price is usually more important than brand name	10,446	25.9%	94
Usually use coupons for brands I buy often	7,207	17.9%	95
Am interested in how to help the environment	6,576	16.3%	98
Usually pay more for environ safe product	4,928	12.2%	97
Usually value green products over convenience	3,526	8.7%	86
Likely to buy a brand that supports a charity	13,437	33.3%	97
Reading (Adults)			
Bought digital book in last 12 months	5,825	14.5%	130
Bought hardcover book in last 12 months	9,945	24.7%	110
Bought paperback book in last 12 month	15,210	37.7%	111
Read any daily newspaper (paper version)	11,742	29.1%	103
Read any digital newspaper in last 30 days	14,840	36.8%	118
Read any magazine (paper/electronic version) in last 6 months	37,796	93.8%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	32,496	80.6%	107
Went to family restaurant/steak house: 4+ times a month	12,499	31.0%	108
Went to fast food/drive-in restaurant in last 6 months	36,665	91.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	16,478	40.9%	101
Fast food/drive-in last 6 months: eat in	15,034	37.3%	103
Fast food/drive-in last 6 months: home delivery	3,180	7.9%	101
Fast food/drive-in last 6 months: take-out/drive-thru	19,225	47.7%	102
Fast food/drive-in last 6 months: take-out/walk-in	8,784	21.8%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	11,529	28.6%	135
Own any portable MP3 player	16,314	40.5%	121
HH owns 1 TV	3,081	16.7%	83
HH owns 2 TVs	4,559	24.7%	94
HH owns 3 TVs	4,178	22.6%	105
HH owns 4+ TVs	4,441	24.1%	122
HH subscribes to cable TV	10,144	55.0%	108
HH subscribes to fiber optic	2,609	14.1%	212
HH has satellite dish	3,656	19.8%	78
HH owns DVD/Blu-ray player	12,183	66.0%	107
HH owns camcorder	3,664	19.9%	127
HH owns portable GPS navigation device	6,639	36.0%	130
HH purchased video game system in last 12 mos	2,244	12.2%	132
HH owns Internet video device for TV	1,023	5.5%	127
Travel (Adults)			
Domestic travel in last 12 months	23,574	58.5%	117
Took 3+ domestic non-business trips in last 12 months	5,863	14.5%	117
Spent on domestic vacations in last 12 months: <\$1,000	4,949	12.3%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,049	7.6%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,750	4.3%	123
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,981	4.9%	129
Spent on domestic vacations in last 12 months: \$3,000+	2,975	7.4%	136
Domestic travel in the 12 months: used general travel website	3,457	8.6%	122
Foreign travel in last 3 years	12,932	32.1%	135
Took 3+ foreign trips by plane in last 3 years	2,453	6.1%	139
Spent on foreign vacations in last 12 months: <\$1,000	2,272	5.6%	134
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,664	4.1%	136
Spent on foreign vacations in last 12 months: \$3,000+	2,831	7.0%	143
Foreign travel in last 3 years: used general travel website	3,081	7.6%	140
Nights spent in hotel/motel in last 12 months: any	19,661	48.8%	118
Took cruise of more than one day in last 3 years	4,673	11.6%	133
Member of any frequent flyer program	9,757	24.2%	145
Member of any hotel rewards program	7,887	19.6%	139

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