



Retail Market Potential

Hampshire Village, IL
 Hampshire Village, IL (1732525)
 Geography: Place

Prepared by Esri

Demographic Summary		2019	2024
Population		7,190	7,685
Population 18+		5,485	5,857
Households		2,536	2,709
Median Household Income		\$100,444	\$118,057

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,717	49.5%	105
Bought any women's clothing in last 12 months	2,472	45.1%	105
Bought clothing for child <13 years in last 6 months	1,552	28.3%	106
Bought any shoes in last 12 months	2,957	53.9%	103
Bought costume jewelry in last 12 months	978	17.8%	102
Bought any fine jewelry in last 12 months	850	15.5%	87
Bought a watch in last 12 months	818	14.9%	96
Automobiles (Households)			
HH owns/leases any vehicle	2,372	93.5%	109
HH bought/leased new vehicle last 12 months	276	10.9%	111
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	5,048	92.0%	108
Bought/changed motor oil in last 12 months	2,792	50.9%	107
Had tune-up in last 12 months	1,303	23.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,900	71.1%	99
Drank regular cola in last 6 months	2,304	42.0%	95
Drank beer/ale in last 6 months	2,252	41.1%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	648	11.8%	118
Own digital SLR camera/camcorder	465	8.5%	107
Printed digital photos in last 12 months	1,509	27.5%	120
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,764	32.2%	93
Have a smartphone	4,728	86.2%	103
Have a smartphone: Android phone (any brand)	2,301	42.0%	104
Have a smartphone: Apple iPhone	2,301	42.0%	100
Number of cell phones in household: 1	610	24.1%	79
Number of cell phones in household: 2	990	39.0%	101
Number of cell phones in household: 3+	902	35.6%	127
HH has cell phone only (no landline telephone)	1,479	58.3%	104
Computers (Households)			
HH owns a computer	2,022	79.7%	108
HH owns desktop computer	1,009	39.8%	108
HH owns laptop/notebook	1,602	63.2%	112
HH owns any Apple/Mac brand computer	413	16.3%	90
HH owns any PC/non-Apple brand computer	1,763	69.5%	113
HH purchased most recent computer in a store	1,011	39.9%	110
HH purchased most recent computer online	367	14.5%	106
Spent <\$1-499 on most recent home computer	408	16.1%	109
Spent \$500-\$999 on most recent home computer	500	19.7%	117
Spent \$1,000-\$1,499 on most recent home computer	256	10.1%	105
Spent \$1,500-\$1,999 on most recent home computer	90	3.5%	80
Spent \$2,000+ on most recent home computer	101	4.0%	101

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	3,731	68.0%	108
Bought brewed coffee at convenience store in last 30 days	779	14.2%	102
Bought cigarettes at convenience store in last 30 days	612	11.2%	103
Bought gas at convenience store in last 30 days	2,564	46.7%	125
Spent at convenience store in last 30 days: <\$1-19	360	6.6%	95
Spent at convenience store in last 30 days: \$20-\$39	404	7.4%	78
Spent at convenience store in last 30 days: \$40-\$50	464	8.5%	103
Spent at convenience store in last 30 days: \$51-\$99	371	6.8%	122
Spent at convenience store in last 30 days: \$100+	1,584	28.9%	129
Entertainment (Adults)			
Attended a movie in last 6 months	3,308	60.3%	103
Went to live theater in last 12 months	560	10.2%	93
Went to a bar/night club in last 12 months	907	16.5%	96
Dined out in last 12 months	3,004	54.8%	105
Gambled at a casino in last 12 months	696	12.7%	96
Visited a theme park in last 12 months	1,030	18.8%	99
Viewed movie (video-on-demand) in last 30 days	1,159	21.1%	121
Viewed TV show (video-on-demand) in last 30 days	774	14.1%	112
Watched any pay-per-view TV in last 12 months	649	11.8%	121
Downloaded a movie over the Internet in last 30 days	434	7.9%	83
Downloaded any individual song in last 6 months	1,116	20.3%	107
Watched a movie online in the last 30 days	1,284	23.4%	87
Watched a TV program online in last 30 days	985	18.0%	94
Played a video/electronic game (console) in last 12 months	481	8.8%	99
Played a video/electronic game (portable) in last 12 months	222	4.0%	87
Financial (Adults)			
Have home mortgage (1st)	2,352	42.9%	138
Used ATM/cash machine in last 12 months	3,200	58.3%	110
Own any stock	333	6.1%	85
Own U.S. savings bond	289	5.3%	121
Own shares in mutual fund (stock)	381	6.9%	97
Own shares in mutual fund (bonds)	297	5.4%	113
Have interest checking account	1,772	32.3%	113
Have non-interest checking account	1,771	32.3%	110
Have savings account	3,469	63.2%	110
Have 401K retirement savings plan	1,133	20.7%	128
Own/used any credit/debit card in last 12 months	4,547	82.9%	104
Avg monthly credit card expenditures: <\$1-110	861	15.7%	136
Avg monthly credit card expenditures: \$111-\$225	392	7.1%	97
Avg monthly credit card expenditures: \$226-\$450	437	8.0%	117
Avg monthly credit card expenditures: \$451-\$700	351	6.4%	104
Avg monthly credit card expenditures: \$701-\$1,000	286	5.2%	93
Avg monthly credit card expenditures: \$1,001+	596	10.9%	93
Did banking online in last 12 months	2,543	46.4%	119
Did banking on mobile device in last 12 months	1,673	30.5%	118
Paid bills online in last 12 months	3,081	56.2%	112

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,870	73.7%	107
Used bread in last 6 months	2,400	94.6%	102
Used chicken (fresh or frozen) in last 6 months	1,829	72.1%	104
Used turkey (fresh or frozen) in last 6 months	403	15.9%	106
Used fish/seafood (fresh or frozen) in last 6 months	1,378	54.3%	98
Used fresh fruit/vegetables in last 6 months	2,227	87.8%	102
Used fresh milk in last 6 months	2,216	87.4%	102
Used organic food in last 6 months	516	20.3%	85
Health (Adults)			
Exercise at home 2+ times per week	1,606	29.3%	107
Exercise at club 2+ times per week	718	13.1%	91
Visited a doctor in last 12 months	4,297	78.3%	102
Used vitamin/dietary supplement in last 6 months	3,174	57.9%	107
Home (Households)			
Did any home improvement in last 12 months	842	33.2%	120
Used any housekeeper/professional cleaning service in last 12 months	323	12.7%	87
Purchased low ticket HH furnishings in last 12 months	470	18.5%	108
Purchased big ticket HH furnishings in last 12 months	639	25.2%	113
Bought any small kitchen appliance in last 12 months	593	23.4%	105
Bought any large kitchen appliance in last 12 months	394	15.5%	112
Insurance (Adults/Households)			
Currently carry life insurance	2,881	52.5%	119
Carry medical/hospital/accident insurance	4,314	78.7%	105
Carry homeowner insurance	3,141	57.3%	121
Carry renter's insurance	394	7.2%	84
Have auto insurance: 1 vehicle in household covered	680	26.8%	86
Have auto insurance: 2 vehicles in household covered	803	31.7%	111
Have auto insurance: 3+ vehicles in household covered	786	31.0%	135
Pets (Households)			
Household owns any pet	1,702	67.1%	123
Household owns any cat	691	27.2%	120
Household owns any dog	1,369	54.0%	129
Psychographics (Adults)			
Buying American is important to me	2,522	46.0%	117
Usually buy items on credit rather than wait	784	14.3%	109
Usually buy based on quality - not price	1,042	19.0%	100
Price is usually more important than brand name	1,710	31.2%	114
Usually use coupons for brands I buy often	979	17.8%	103
Am interested in how to help the environment	915	16.7%	86
Usually pay more for environ safe product	634	11.6%	82
Usually value green products over convenience	505	9.2%	82
Likely to buy a brand that supports a charity	1,919	35.0%	99
Reading (Adults)			
Bought digital book in last 12 months	796	14.5%	112
Bought hardcover book in last 12 months	1,191	21.7%	109
Bought paperback book in last 12 month	1,669	30.4%	107
Read any daily newspaper (paper version)	1,008	18.4%	100
Read any digital newspaper in last 30 days	2,182	39.8%	100
Read any magazine (paper/electronic version) in last 6 months	5,157	94.0%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	4,384	79.9%	107
Went to family restaurant/steak house: 4+ times a month	1,581	28.8%	109
Went to fast food/drive-in restaurant in last 6 months	5,110	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	2,351	42.9%	109
Fast food restaurant last 6 months: eat in	2,247	41.0%	110
Fast food restaurant last 6 months: home delivery	410	7.5%	87
Fast food restaurant last 6 months: take-out/drive-thru	2,889	52.7%	112
Fast food restaurant last 6 months: take-out/walk-in	1,159	21.1%	101
Television & Electronics (Adults/Households)			
Own any tablet	2,923	53.3%	111
Own any e-reader	571	10.4%	125
Own e-reader/tablet: iPad	1,695	30.9%	110
HH has Internet connectable TV	851	33.6%	117
Own any portable MP3 player	1,060	19.3%	104
HH owns 1 TV	418	16.5%	79
HH owns 2 TVs	654	25.8%	96
HH owns 3 TVs	593	23.4%	112
HH owns 4+ TVs	572	22.6%	130
HH subscribes to cable TV	1,020	40.2%	92
HH subscribes to fiber optic	110	4.3%	61
HH owns portable GPS navigation device	655	25.8%	113
HH purchased video game system in last 12 months	188	7.4%	90
HH owns any Internet video device for TV	669	26.4%	110
Travel (Adults)			
Took domestic trip in continental US last 12 months	3,221	58.7%	112
Took 3+ domestic non-business trips in last 12 months	662	12.1%	102
Spent on domestic vacations in last 12 months: <\$1-999	597	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	363	6.6%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	248	4.5%	112
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	236	4.3%	103
Spent on domestic vacations in last 12 months: \$3,000+	410	7.5%	116
Domestic travel in last 12 months: used general travel website	355	6.5%	95
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,420	25.9%	94
Took 3+ foreign trips by plane in last 3 years	248	4.5%	83
Spent on foreign vacations in last 12 months: <\$1-999	253	4.6%	99
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	165	3.0%	75
Spent on foreign vacations in last 12 months: \$3,000+	282	5.1%	81
Foreign travel in last 3 years: used general travel website	257	4.7%	82
Nights spent in hotel/motel in last 12 months: any	2,655	48.4%	109
Took cruise of more than one day in last 3 years	555	10.1%	114
Member of any frequent flyer program	968	17.6%	98
Member of any hotel rewards program	1,149	20.9%	116

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