



# Retail Market Potential

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

Prepared by Esri

Demographic Summary		2022	2027
Population		22,737	24,311
Population 18+		16,510	17,621
Households		7,829	8,388
Median Household Income		\$109,164	\$116,193

  

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	9,609	58.2%	106
Bought any women's clothing in last 12 months	8,250	50.0%	103
Bought any shoes in last 12 months	12,373	74.9%	104
Bought any fine jewelry in last 12 months	3,422	20.7%	108
Bought a watch in last 12 months	2,565	15.5%	109
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	7,440	95.0%	106
HH bought/leased new vehicle last 12 months	921	11.8%	122
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	15,381	93.2%	105
Bought/changed motor oil in last 12 months	8,240	49.9%	105
Had tune-up in last 12 months	4,339	26.3%	107
<b>Beverages (Adults)</b>			
Drank non-diet (regular) in last 6 months	6,424	38.9%	99
Drank beer/ale in last 6 months	7,169	43.4%	107
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,676	10.2%	104
Own digital SLR camera/camcorder	1,983	12.0%	123
Printed digital photos in last 12 months	4,828	29.2%	115
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	5,367	32.5%	100
Have a smartphone	15,685	95.0%	103
Have a smartphone: Android phone (any brand)	6,006	36.4%	91
Have a smartphone: Apple iPhone	9,891	59.9%	114
Number of cell phones in household: 1	1,713	21.9%	71
Number of cell phones in household: 2	3,049	38.9%	101
Number of cell phones in household: 3+	2,991	38.2%	131
HH has cell phone only (no landline telephone)	5,520	70.5%	105
<b>Computers (Households)</b>			
HH owns a computer	6,905	88.2%	108
HH owns desktop computer	3,364	43.0%	113
HH owns laptop/notebook	5,646	72.1%	110
HH owns any Apple/Mac brand computer	1,988	25.4%	114
HH owns any PC/non-Apple brand computer	5,681	72.6%	109
HH purchased most recent computer in a store	3,183	40.7%	110
HH purchased most recent computer online	2,005	25.6%	114
HH spent \$1-\$499 on most recent home computer	1,164	14.9%	96
HH spent \$500-\$999 on most recent home computer	1,739	22.2%	117
HH spent \$1,000-\$1,499 on most recent home computer	1,109	14.2%	118
HH spent \$1,500-\$1,999 on most recent home computer	481	6.1%	117
HH spent \$2,000+ on most recent home computer	420	5.4%	114

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	10,792	65.4%	104
Bought brewed coffee at convenience store in last 30 days	2,068	12.5%	101
Bought cigarettes at convenience store in last 30 days	914	5.5%	77
Bought gas at convenience store in last 30 days	6,729	40.8%	108
Spent at convenience store in last 30 days: \$1-19	1,354	8.2%	108
Spent at convenience store in last 30 days: \$20-\$39	1,778	10.8%	105
Spent at convenience store in last 30 days: \$40-\$50	1,432	8.7%	101
Spent at convenience store in last 30 days: \$51-\$99	1,013	6.1%	102
Spent at convenience store in last 30 days: \$100+	3,546	21.5%	105
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	8,755	53.0%	111
Went to live theater in last 12 months	1,910	11.6%	115
Went to a bar/night club in last 12 months	3,243	19.6%	116
Dined out in last 12 months	9,248	56.0%	111
Gambled at a casino in last 12 months	1,994	12.1%	106
Visited a theme park in last 12 months	2,768	16.8%	117
Viewed movie (video-on-demand) in last 30 days	2,410	14.6%	113
Viewed TV show (video-on-demand) in last 30 days	1,640	9.9%	117
Watched any pay-per-view TV in last 12 months	1,243	7.5%	117
Downloaded a movie over the Internet in last 30 days	1,405	8.5%	112
Downloaded any individual song in last 6 months	3,470	21.0%	107
Used internet to watch a movie online in the last 30 days	6,068	36.8%	108
Used internet to watch a TV program online in last 30 days	4,082	24.7%	113
Played a video/electronic game (console) in last 12 months	2,168	13.1%	112
Played a video/electronic game (portable) in last 12 months	1,163	7.0%	118
<b>Financial (Adults)</b>			
Have home mortgage (1st)	8,039	48.7%	135
Used ATM/cash machine in last 12 months	10,470	63.4%	105
Own any stock	2,324	14.1%	117
Own U.S. savings bond	1,122	6.8%	110
Own shares in mutual fund (stock)	2,163	13.1%	118
Own shares in mutual fund (bonds)	1,295	7.8%	112
Have interest checking account	6,565	39.8%	112
Have non-interest checking account	5,968	36.1%	102
Have savings account	12,318	74.6%	109
Have 401K retirement savings plan	4,461	27.0%	124
Own/used any credit/debit card in last 12 months	15,264	92.5%	104
Avg monthly credit card expenditures: \$1-110	1,926	11.7%	98
Avg monthly credit card expenditures: \$111-\$225	1,349	8.2%	104
Avg monthly credit card expenditures: \$226-\$450	1,439	8.7%	99
Avg monthly credit card expenditures: \$451-\$700	1,531	9.3%	115
Avg monthly credit card expenditures: \$701-\$1,000	1,376	8.3%	111
Avg monthly credit card expenditures: \$1001-2000	1,978	12.0%	120
Avg monthly credit card expenditures: \$2001+	1,811	11.0%	123
Did banking online in last 12 months	9,900	60.0%	113
Did banking on mobile device in last 12 months	7,965	48.2%	115

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<b>Grocery (Adults)</b>			
HH used bread in last 6 months	7,447	95.1%	101
HH used chicken (fresh or frozen) in last 6 months	5,610	71.7%	104
HH used turkey (fresh or frozen) in last 6 months	1,130	14.4%	100
HH used fish/seafood (fresh or frozen) in last 6 months	4,636	59.2%	102
HH used fresh fruit/vegetables in last 6 months	7,056	90.1%	103
HH used fresh milk in last 6 months	6,646	84.9%	102
HH used organic food in last 6 months	2,014	25.7%	103
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	7,242	43.9%	108
Exercise at club 2+ times per week	2,683	16.3%	119
Visited a doctor in last 12 months	13,520	81.9%	103
Used vitamin/dietary supplement in last 6 months	10,305	62.4%	103
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	3,167	40.5%	118
HH used any maid/professional cleaning service in last 12 months	1,829	23.4%	114
HH purchased low ticket HH furnishings in last 12 months	1,793	22.9%	106
HH purchased big ticket HH furnishings in last 12 months	2,213	28.3%	108
HH bought any small kitchen appliance in last 12 months	2,161	27.6%	108
HH bought any large kitchen appliance in last 12 months	1,387	17.7%	114
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	9,126	55.3%	114
Carry medical/hospital/accident insurance	13,987	84.7%	104
Carry homeowner/personal property insurance	10,939	66.3%	117
Carry renter's insurance	1,613	9.8%	92
HH has auto insurance: 1 vehicle in household covered	1,830	23.4%	79
HH has auto insurance: 2 vehicles in household covered	2,970	37.9%	123
HH has auto insurance: 3+ vehicles in household covered	2,309	29.5%	119
<b>Pets (Households)</b>			
Household owns any pet	4,582	58.5%	112
Household owns any cat	1,740	22.2%	97
Household owns any dog	3,659	46.7%	118
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Buying American is important	5,619	34.0%	96
Buy based on quality not price	2,696	16.3%	95
Buy on credit rather than wait	2,113	12.8%	97
Only use coupons brands: usually buy	2,063	12.5%	92
Will pay more for environmentally safe products	2,086	12.6%	92
Buy based on price not brands	4,714	28.6%	99
Am interested in how to help the environment	3,263	19.8%	97
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	3,120	18.9%	109
Bought hardcover book in last 12 months	4,310	26.1%	107
Bought paperback book in last 12 month	5,524	33.5%	107
Read any daily newspaper (paper version)	1,845	11.2%	72
Read any digital newspaper in last 30 days	8,590	52.0%	105
Read any magazine (paper/electronic version) in last 6 months	14,853	90.0%	102

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	11,880	72.0%	107
Went to family restaurant/steak house: 4+ times a month	3,661	22.2%	107
Went to fast food/drive-in restaurant in last 6 months	15,286	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	6,876	41.6%	110
Fast food restaurant last 6 months: eat in	4,307	26.1%	115
Fast food restaurant last 6 months: home delivery	2,105	12.7%	110
Fast food restaurant last 6 months: take-out/drive-thru	10,143	61.4%	110
Fast food restaurant last 6 months: take-out/walk-in	3,812	23.1%	108
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	10,243	62.0%	110
Own any e-reader	2,246	13.6%	111
Own e-reader/tablet: iPad	6,781	41.1%	118
HH has Internet connectable TV	3,791	48.4%	114
Own any portable MP3 player	2,552	15.5%	113
HH owns 1 TV	1,148	14.7%	75
HH owns 2 TVs	1,951	24.9%	91
HH owns 3 TVs	1,993	25.5%	115
HH owns 4+ TVs	2,112	27.0%	130
HH subscribes to cable TV	2,910	37.2%	100
HH subscribes to fiber optic	418	5.3%	99
HH owns portable GPS navigation device	1,701	21.7%	106
HH purchased video game system in last 12 months	666	8.5%	110
HH owns any Internet video device for TV	4,152	53.0%	117
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	10,025	60.7%	114
Took 3+ domestic non-business trips in last 12 months	2,526	15.3%	121
Spent on domestic vacations in last 12 months: \$1-999	2,262	13.7%	109
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,328	8.0%	129
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	772	4.7%	124
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	733	4.4%	118
Spent on domestic vacations in last 12 months: \$3,000+	1,384	8.4%	131
Domestic travel in last 12 months: used general travel website	1,123	6.8%	114
Took foreign trip (including Alaska and Hawaii) in last 3 years	6,287	38.1%	114
Took 3+ foreign trips by plane in last 3 years	1,486	9.0%	113
Spent on foreign vacations in last 12 months: \$1-999	1,397	8.5%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	713	4.3%	112
Spent on foreign vacations in last 12 months: \$3,000+	1,152	7.0%	116
Foreign travel in last 3 years: used general travel website	1,263	7.6%	117
Nights spent in hotel/motel in last 12 months: any	8,549	51.8%	114
Took cruise of more than one day in last 3 years	2,253	13.6%	126
Member of any frequent flyer program	5,042	30.5%	123
Member of any hotel rewards program	5,208	31.5%	122

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