

Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 5 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Demographic Summary		2014	2019
Population		18,329	19,252
Population 18+		13,108	13,915
Households		5,987	6,251
Median Household Income		\$98,015	\$107,759
Product/Consumer Behavior		Expected Number of Adults/HHS	MPI
		Percent	
Participated in aerobics in last 12 months		1,545	132
Participated in archery in last 12 months		357	99
Participated in auto racing in last 12 months		226	86
Participated in backpacking in last 12 months		458	119
Participated in baseball in last 12 months		626	107
Participated in basketball in last 12 months		1,082	99
Participated in bicycling (mountain) in last 12 months		683	130
Participated in bicycling (road) in last 12 months		1,711	133
Participated in boating (power) in last 12 months		903	130
Participated in bowling in last 12 months		1,503	118
Participated in canoeing/kayaking in last 12 months		871	124
Participated in fishing (fresh water) in last 12 months		1,682	103
Participated in fishing (salt water) in last 12 months		540	102
Participated in football in last 12 months		700	107
Participated in Frisbee in last 12 months		653	108
Participated in golf in last 12 months		1,854	150
Participated in hiking in last 12 months		1,749	134
Participated in horseback riding in last 12 months		398	124
Participated in hunting with rifle in last 12 months		572	95
Participated in hunting with shotgun in last 12 months		502	95
Participated in ice skating in last 12 months		426	126
Participated in jogging/running in last 12 months		2,420	145
Participated in motorcycling in last 12 months		487	121
Participated in Pilates in last 12 months		452	124
Participated in skiing (downhill) in last 12 months		545	145
Participated in soccer in last 12 months		554	112
Participated in softball in last 12 months		486	109
Participated in swimming in last 12 months		2,689	130
Participated in target shooting in last 12 months		647	109
Participated in tennis in last 12 months		757	136
Participated in volleyball in last 12 months		487	105
Participated in walking for exercise in last 12 months		4,477	122
Participated in weight lifting in last 12 months		1,914	138
Participated in yoga in last 12 months		1,274	136
Spent on sports/rec equip in last 12 months: \$1-99		938	120
Spent on sports/rec equip in last 12 months: \$100-\$249		1,155	135
Spent on sports/rec equip in last 12 months: \$250+		1,355	148
Attend sports events		4,169	135
Attend sports events: auto racing (NASCAR)		307	116
Attend sports events: baseball game - MLB reg seas		1,901	151
Attend sports events: basketball game (college)		556	144
Attend sports events: basketball game-NBA reg seas		550	133
Attend sports events: football game (college)		1,157	157
Attend sports events: football game-NFL Mon/Thurs		428	126
Attend sports events: football game - NFL weekend		847	139
Attend sports events: high school sports		800	132
Attend sports events: ice hockey game-NHL reg seas		509	139

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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	2,449	18.7%	121
Listen to baseball (MLB reg season) on radio often	402	3.1%	129
Listen to football (NFL Mon/Thurs) on radio often	240	1.8%	95
Listen to football (NFL wknd games) on radio often	311	2.4%	107
Listen to football (college) on radio often	359	2.7%	126
Watch sports on TV	9,201	70.2%	112
Watch on TV: alpine skiing/ski jumping	891	6.8%	122
Watch on TV: auto racing (NASCAR)	1,910	14.6%	101
Watch on TV: auto racing (not NASCAR)	806	6.1%	102
Watch on TV: baseball (MLB regular season)	3,838	29.3%	124
Watch on TV: baseball (MLB playoffs/World Series)	3,708	28.3%	122
Watch on TV: basketball (college)	2,476	18.9%	122
Watch on TV: basketball (NCAA tournament)	2,586	19.7%	125
Watch on TV: basketball (NBA regular season)	2,574	19.6%	107
Watch on TV: basketball (NBA playoffs/finals)	2,984	22.8%	115
Watch on TV: basketball (WNBA)	507	3.9%	85
Watch on TV: bicycle racing	508	3.9%	132
Watch on TV: bowling	374	2.9%	84
Watch on TV: boxing	961	7.3%	85
Watch on TV: bull riding (pro)	592	4.5%	82
Watch on TV: Equestrian events	395	3.0%	91
Watch on TV: extreme sports (summer)	897	6.8%	111
Watch on TV: extreme sports (winter)	1,027	7.8%	115
Watch on TV: figure skating	1,558	11.9%	113
Watch on TV: fishing	896	6.8%	99
Watch on TV: football (college)	4,342	33.1%	125
Watch on TV: football (NFL Mon/Thurs night games)	5,293	40.4%	118
Watch on TV: football (NFL weekend games)	5,687	43.4%	120
Watch on TV: football (NFL playoffs/Super Bowl)	5,814	44.4%	119
Watch on TV: golf (PGA)	2,496	19.0%	130
Watch on TV: golf (LPGA)	774	5.9%	119
Watch on TV: gymnastics	1,298	9.9%	121
Watch on TV: horse racing	503	3.8%	103
Watch on TV: ice hockey (NHL regular season)	1,584	12.1%	132
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	1,643	12.5%	133
Watch on TV: marathon/road running/triathlon	349	2.7%	119
Watch on TV: mixed martial arts (MMA)	708	5.4%	107
Watch on TV: motorcycle racing	534	4.1%	89
Watch on TV: Olympics (summer)	4,588	35.0%	132
Watch on TV: Olympics (winter)	4,479	34.2%	134
Watch on TV: poker	984	7.5%	114
Watch on TV: rodeo	471	3.6%	72
Watch on TV: soccer (MLS)	794	6.1%	110
Watch on TV: soccer (World Cup)	1,452	11.1%	116
Watch on TV: tennis (men`s)	1,568	12.0%	132
Watch on TV: tennis (women`s)	1,422	10.8%	124
Watch on TV: track & field	852	6.5%	116
Watch on TV: truck and tractor pull/mud racing	314	2.4%	82
Watch on TV: volleyball (pro beach)	623	4.8%	108
Watch on TV: weightlifting	209	1.6%	90
Watch on TV: wrestling (WWE)	371	2.8%	86

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	1,774	13.5%	114
Member of charitable organization	851	6.5%	143
Member of church board	469	3.6%	115
Member of fraternal order	416	3.2%	120
Member of religious club	603	4.6%	126
Member of union	612	4.7%	114
Member of veterans club	346	2.6%	111
Attended adult education course in last 12 months	990	7.6%	116
Went to art gallery in last 12 months	1,195	9.1%	125
Attended auto show in last 12 months	1,207	9.2%	112
Did baking in last 12 months	3,700	28.2%	122
Went to bar/night club in last 12 months	2,596	19.8%	116
Went to beach in last 12 months	3,957	30.2%	128
Played billiards/pool in last 12 months	1,049	8.0%	104
Played bingo in last 12 months	482	3.7%	88
Did birdwatching in last 12 months	686	5.2%	110
Played board game in last 12 months	2,475	18.9%	142
Read book in last 12 months	5,722	43.7%	127
Participated in book club in last 12 months	419	3.2%	117
Went on overnight camping trip in last 12 months	1,993	15.2%	119
Played cards in last 12 months	2,553	19.5%	118
Played chess in last 12 months	419	3.2%	99
Played computer game (offline w/software)/12 months	1,042	7.9%	110
Played computer game (online w/software)/12 months	981	7.5%	108
Played computer game (online w/o software)/12 months	1,294	9.9%	107
Cooked for fun in last 12 months	3,303	25.2%	115
Did crossword puzzle in last 12 months	1,536	11.7%	103
Danced/went dancing in last 12 months	1,152	8.8%	101
Attended dance performance in last 12 months	677	5.2%	126
Dined out in last 12 months	7,440	56.8%	126
Participated in fantasy sports league last 12 months	751	5.7%	141
Did furniture refinishing in last 12 months	418	3.2%	114
Gambled at casino in last 12 months	2,296	17.5%	119
Gambled in Atlantic City in last 12 months	259	2.0%	82
Gambled in Las Vegas in last 12 months	863	6.6%	159
Participate in indoor gardening/plant care	1,256	9.6%	99
Attended horse races in last 12 months	447	3.4%	124
Participated in karaoke in last 12 months	479	3.7%	100
Bought lottery ticket in last 12 months	5,074	38.7%	107
Played lottery 6+ times in last 30 days	1,352	10.3%	89
Bought lottery ticket in last 12 months: Daily Drawing	411	3.1%	75
Bought lottery ticket in last 12 months: Instant Game	2,084	15.9%	94
Bought lottery ticket in last 12 months: Mega Millions	2,705	20.6%	116
Bought lottery ticket in last 12 months: Powerball	2,832	21.6%	114
Attended a movie in last 6 months	9,127	69.6%	116
Attended movie in last 90 days: once/week or more	280	2.1%	93
Attended movie in last 90 days: 2-3 times a month	961	7.3%	120
Attended movie in last 90 days: once a month	1,566	11.9%	114
Attended movie in last 90 days: < once a month	5,675	43.3%	120
Movie genre seen at theater/6 months: action	4,153	31.7%	119

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	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	4,474	34.1%	120
Movie genre seen at theater/6 months: comedy	4,291	32.7%	116
Movie genre seen at theater/6 months: crime	2,350	17.9%	120
Movie genre seen at theater/6 months: drama	4,624	35.3%	118
Movie genre seen at theater/6 months: family	2,137	16.3%	119
Movie genre seen at theater/6 months: fantasy	2,887	22.0%	119
Movie genre seen at theater/6 months: horror	794	6.1%	85
Movie genre seen at theater/6 months: romance	2,369	18.1%	117
Movie genre seen at theater/6 months: science fiction	2,456	18.7%	120
Movie genre seen at theater/6 months: thriller	2,512	19.2%	115
Went to museum in last 12 months	2,335	17.8%	138
Attended classical music/opera performance/12 months	611	4.7%	122
Attended country music performance in last 12 months	876	6.7%	122
Attended rock music performance in last 12 months	1,700	13.0%	133
Played musical instrument in last 12 months	964	7.4%	105
Did painting/drawing in last 12 months	830	6.3%	108
Did photo album/scrapbooking in last 12 months	953	7.3%	128
Did photography in last 12 months	1,694	12.9%	131
Did Sudoku puzzle in last 12 months	1,763	13.4%	127
Went to live theater in last 12 months	2,104	16.1%	128
Visited a theme park in last 12 months	3,203	24.4%	136
Visited a theme park 5+ times in last 12 months	751	5.7%	152
Participated in trivia games in last 12 months	851	6.5%	124
Played video/electronic game (console) last 12 months	1,628	12.4%	109
Played video/electronic game (portable) last 12 months	631	4.8%	108
Visited an indoor water park in last 12 months	553	4.2%	135
Did woodworking in last 12 months	549	4.2%	97
Participated in word games in last 12 months	1,682	12.8%	120
Went to zoo in last 12 months	2,196	16.8%	143
Purchased DVDs in last 30 days: 1	691	5.3%	139
Purchased DVDs in last 30 days: 2	483	3.7%	118
Purchased DVDs in last 30 days: 3+	671	5.1%	91
Purchased DVD/Blu-ray disc online in last 12 months	1,205	9.2%	142
Rented DVDs in last 30 days: 1	687	5.2%	136
Rented DVDs in last 30 days: 2	859	6.6%	136
Rented DVDs in last 30 days: 3+	2,551	19.5%	115
Rented movie/oth video/30 days: action/adventure	4,025	30.7%	119
Rented movie/oth video/30 days: classics	1,069	8.2%	107
Rented movie/oth video/30 days: comedy	4,084	31.2%	121
Rented movie/oth video/30 days: drama	2,887	22.0%	126
Rented movie/oth video/30 days: family/children	1,920	14.6%	131
Rented movie/oth video/30 days: foreign	396	3.0%	94
Rented movie/oth video/30 days: horror	1,061	8.1%	86
Rented movie/oth video/30 days: musical	380	2.9%	97
Rented movie/oth video/30 days: news/documentary	583	4.4%	107
Rented movie/oth video/30 days: romance	1,668	12.7%	121
Rented movie/oth video/30 days: science fiction	1,134	8.7%	106
Rented movie/oth video/30 days: TV show	1,176	9.0%	109
Rented movie/oth video/30 days: western	387	3.0%	90

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	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	581	4.4%	135
Rented DVD/Blu-ray/30 days: from netflix.com	2,146	16.4%	129
Rented/purch DVD/Blu-ray/30 days: from Redbox	3,005	22.9%	129
HH owns ATV/UTV	316	5.3%	96
Bought any children`s toy/game in last 12 months	4,984	38.0%	115
Spent on toys/games for child last 12 months: <\$50	848	6.5%	105
Spent on toys/games for child last 12 months: \$50-99	328	2.5%	94
Spent on toys/games for child last 12 months: \$100-199	951	7.3%	117
Spent on toys/games for child last 12 months: \$200-499	1,578	12.0%	125
Spent on toys/games for child last 12 months: \$500+	853	6.5%	131
Bought any toys/games online in last 12 months	1,338	10.2%	154
Bought infant toy in last 12 months	1,051	8.0%	123
Bought pre-school toy in last 12 months	1,098	8.4%	119
Bought for child last 12 months: boy action figure	1,032	7.9%	110
Bought for child last 12 months: girl action figure	436	3.3%	114
Bought for child last 12 months: action game	295	2.3%	86
Bought for child last 12 months: bicycle	970	7.4%	112
Bought for child last 12 months: board game	1,639	12.5%	124
Bought for child last 12 months: builder set	632	4.8%	122
Bought for child last 12 months: car	1,246	9.5%	101
Bought for child last 12 months: construction toy	783	6.0%	120
Bought for child last 12 months: fashion doll	651	5.0%	106
Bought for child last 12 months: large/baby doll	854	6.5%	97
Bought for child last 12 months: doll accessories	531	4.1%	113
Bought for child last 12 months: doll clothing	593	4.5%	120
Bought for child last 12 months: educational toy	1,894	14.4%	121
Bought for child last 12 months: electronic doll/animal	342	2.6%	109
Bought for child last 12 months: electronic game	1,332	10.2%	126
Bought for child last 12 months: mechanical toy	535	4.1%	113
Bought for child last 12 months: model kit/set	384	2.9%	120
Bought for child last 12 months: plush doll/animal	1,128	8.6%	116
Bought for child last 12 months: sound game	224	1.7%	79
Bought for child last 12 months: water toy	1,493	11.4%	122
Bought for child last 12 months: word game	408	3.1%	99

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	2,195	16.7%	150
Bought hardcover book in last 12 months	3,503	26.7%	119
Bought paperback book in last 12 months	5,399	41.2%	122
Bought 1-3 books in last 12 months	2,857	21.8%	110
Bought 4-6 books in last 12 months	1,670	12.7%	119
Bought 7+ books in last 12 months	3,082	23.5%	130
Bought book (fiction) in last 12 months	4,630	35.3%	126
Bought book (non-fiction) in last 12 months	4,041	30.8%	130
Bought biography in last 12 months	1,182	9.0%	123
Bought children`s book in last 12 months	1,554	11.9%	123
Bought cookbook in last 12 months	1,353	10.3%	114
Bought history book in last 12 months	1,293	9.9%	125
Bought mystery book in last 12 months	1,824	13.9%	120
Bought novel in last 12 months	2,801	21.4%	131
Bought religious book (not bible) in last 12 mo	946	7.2%	110
Bought romance book in last 12 months	1,049	8.0%	111
Bought science fiction book in last 12 months	835	6.4%	113
Bought personal/business self-help book last 12 months	1,068	8.1%	136
Bought travel book in last 12 months	429	3.3%	137
Bought book online in last 12 months	3,638	27.8%	145
Bought book last 12 months: amazon.com	3,079	23.5%	145
Bought book last 12 months: barnes&noble.com	651	5.0%	151
Bought book last 12 months: Barnes & Noble book store	2,931	22.4%	141
Bought book last 12 months: other book store (not B&N)	1,751	13.4%	113
Bought book last 12 months: through book club	250	1.9%	104
Bought book last 12 months: mail order	268	2.0%	92
Listened to/purchased audiobook in last 6 months	812	6.2%	134

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Demographic Summary		2014	2019	
Population		153,048	155,941	
Population 18+		106,503	109,611	
Households		48,201	48,992	
Median Household Income		\$87,985	\$99,663	
Product/Consumer Behavior		Expected Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months		12,128	11.4%	128
Participated in archery in last 12 months		2,790	2.6%	95
Participated in auto racing in last 12 months		2,036	1.9%	96
Participated in backpacking in last 12 months		3,400	3.2%	109
Participated in baseball in last 12 months		5,069	4.8%	106
Participated in basketball in last 12 months		8,803	8.3%	100
Participated in bicycling (mountain) in last 12 months		5,397	5.1%	126
Participated in bicycling (road) in last 12 months		12,158	11.4%	116
Participated in boating (power) in last 12 months		6,311	5.9%	112
Participated in bowling in last 12 months		11,823	11.1%	114
Participated in canoeing/kayaking in last 12 months		6,052	5.7%	106
Participated in fishing (fresh water) in last 12 months		13,399	12.6%	101
Participated in fishing (salt water) in last 12 months		4,491	4.2%	105
Participated in football in last 12 months		5,762	5.4%	108
Participated in Frisbee in last 12 months		5,098	4.8%	104
Participated in golf in last 12 months		13,623	12.8%	135
Participated in hiking in last 12 months		13,395	12.6%	126
Participated in horseback riding in last 12 months		2,940	2.8%	113
Participated in hunting with rifle in last 12 months		4,636	4.4%	94
Participated in hunting with shotgun in last 12 months		3,992	3.7%	93
Participated in ice skating in last 12 months		3,056	2.9%	112
Participated in jogging/running in last 12 months		18,923	17.8%	140
Participated in motorcycling in last 12 months		3,767	3.5%	115
Participated in Pilates in last 12 months		3,530	3.3%	119
Participated in skiing (downhill) in last 12 months		3,892	3.7%	128
Participated in soccer in last 12 months		4,496	4.2%	112
Participated in softball in last 12 months		3,995	3.8%	110
Participated in swimming in last 12 months		20,935	19.7%	124
Participated in target shooting in last 12 months		5,160	4.8%	107
Participated in tennis in last 12 months		5,791	5.4%	128
Participated in volleyball in last 12 months		3,948	3.7%	105
Participated in walking for exercise in last 12 months		34,014	31.9%	114
Participated in weight lifting in last 12 months		15,084	14.2%	133
Participated in yoga in last 12 months		9,891	9.3%	130
Spent on sports/rec equip in last 12 months: \$1-99		7,362	6.9%	116
Spent on sports/rec equip in last 12 months: \$100-\$249		8,578	8.1%	124
Spent on sports/rec equip in last 12 months: \$250+		10,333	9.7%	139
Attend sports events		32,325	30.4%	129
Attend sports events: auto racing (NASCAR)		2,495	2.3%	116
Attend sports events: baseball game - MLB reg seas		14,209	13.3%	139
Attend sports events: basketball game (college)		4,314	4.1%	138
Attend sports events: basketball game-NBA reg seas		4,828	4.5%	144
Attend sports events: football game (college)		8,857	8.3%	148
Attend sports events: football game-NFL Mon/Thurs		3,524	3.3%	128
Attend sports events: football game - NFL weekend		6,893	6.5%	139
Attend sports events: high school sports		6,499	6.1%	132
Attend sports events: ice hockey game-NHL reg seas		3,722	3.5%	125

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 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	18,509	17.4%	112
Listen to baseball (MLB reg season) on radio often	2,698	2.5%	106
Listen to football (NFL Mon/Thurs) on radio often	1,834	1.7%	90
Listen to football (NFL wknd games) on radio often	2,334	2.2%	99
Listen to football (college) on radio often	2,639	2.5%	114
Watch sports on TV	72,375	68.0%	108
Watch on TV: alpine skiing/ski jumping	6,596	6.2%	111
Watch on TV: auto racing (NASCAR)	15,762	14.8%	103
Watch on TV: auto racing (not NASCAR)	6,661	6.3%	104
Watch on TV: baseball (MLB regular season)	29,118	27.3%	115
Watch on TV: baseball (MLB playoffs/World Series)	28,466	26.7%	115
Watch on TV: basketball (college)	19,175	18.0%	116
Watch on TV: basketball (NCAA tournament)	19,747	18.5%	118
Watch on TV: basketball (NBA regular season)	21,534	20.2%	110
Watch on TV: basketball (NBA playoffs/finals)	24,170	22.7%	114
Watch on TV: basketball (WNBA)	4,281	4.0%	89
Watch on TV: bicycle racing	3,825	3.6%	122
Watch on TV: bowling	3,273	3.1%	90
Watch on TV: boxing	8,636	8.1%	94
Watch on TV: bull riding (pro)	5,176	4.9%	88
Watch on TV: Equestrian events	3,143	3.0%	89
Watch on TV: extreme sports (summer)	7,761	7.3%	118
Watch on TV: extreme sports (winter)	8,829	8.3%	122
Watch on TV: figure skating	12,806	12.0%	114
Watch on TV: fishing	7,691	7.2%	105
Watch on TV: football (college)	34,230	32.1%	121
Watch on TV: football (NFL Mon/Thurs night games)	42,295	39.7%	116
Watch on TV: football (NFL weekend games)	44,921	42.2%	116
Watch on TV: football (NFL playoffs/Super Bowl)	46,001	43.2%	116
Watch on TV: golf (PGA)	19,583	18.4%	125
Watch on TV: golf (LPGA)	5,966	5.6%	113
Watch on TV: gymnastics	10,318	9.7%	118
Watch on TV: horse racing	3,958	3.7%	100
Watch on TV: ice hockey (NHL regular season)	11,626	10.9%	119
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	11,971	11.2%	119
Watch on TV: marathon/road running/triathlon	2,692	2.5%	113
Watch on TV: mixed martial arts (MMA)	6,415	6.0%	119
Watch on TV: motorcycle racing	4,923	4.6%	101
Watch on TV: Olympics (summer)	35,886	33.7%	127
Watch on TV: Olympics (winter)	34,801	32.7%	128
Watch on TV: poker	7,972	7.5%	114
Watch on TV: rodeo	4,240	4.0%	80
Watch on TV: soccer (MLS)	6,801	6.4%	116
Watch on TV: soccer (World Cup)	11,752	11.0%	116
Watch on TV: tennis (men`s)	12,181	11.4%	126
Watch on TV: tennis (women`s)	11,777	11.1%	126
Watch on TV: track & field	7,250	6.8%	121
Watch on TV: truck and tractor pull/mud racing	2,542	2.4%	82
Watch on TV: volleyball (pro beach)	5,253	4.9%	112
Watch on TV: weightlifting	1,625	1.5%	86
Watch on TV: wrestling (WWE)	3,357	3.2%	96

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.

Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	13,098	12.3%	104
Member of charitable organization	6,305	5.9%	131
Member of church board	3,544	3.3%	107
Member of fraternal order	2,985	2.8%	106
Member of religious club	4,431	4.2%	114
Member of union	4,644	4.4%	107
Member of veterans club	2,771	2.6%	110
Attended adult education course in last 12 months	7,667	7.2%	110
Went to art gallery in last 12 months	8,439	7.9%	108
Attended auto show in last 12 months	9,669	9.1%	110
Did baking in last 12 months	28,300	26.6%	115
Went to bar/night club in last 12 months	19,343	18.2%	106
Went to beach in last 12 months	29,809	28.0%	118
Played billiards/pool in last 12 months	8,047	7.6%	98
Played bingo in last 12 months	4,078	3.8%	92
Did birdwatching in last 12 months	4,922	4.6%	97
Played board game in last 12 months	18,971	17.8%	134
Read book in last 12 months	43,441	40.8%	118
Participated in book club in last 12 months	3,073	2.9%	105
Went on overnight camping trip in last 12 months	15,871	14.9%	117
Played cards in last 12 months	19,493	18.3%	111
Played chess in last 12 months	3,375	3.2%	98
Played computer game (offline w/software)/12 months	8,248	7.7%	107
Played computer game (online w/software)/12 months	7,970	7.5%	108
Played computer game (online w/o software)/12 months	10,231	9.6%	104
Cooked for fun in last 12 months	26,088	24.5%	112
Did crossword puzzle in last 12 months	11,657	10.9%	96
Danced/went dancing in last 12 months	9,205	8.6%	100
Attended dance performance in last 12 months	4,925	4.6%	113
Dined out in last 12 months	56,854	53.4%	119
Participated in fantasy sports league last 12 months	6,071	5.7%	140
Did furniture refinishing in last 12 months	3,235	3.0%	109
Gambled at casino in last 12 months	18,149	17.0%	116
Gambled in Atlantic City in last 12 months	1,977	1.9%	77
Gambled in Las Vegas in last 12 months	6,924	6.5%	157
Participate in indoor gardening/plant care	10,117	9.5%	98
Attended horse races in last 12 months	3,401	3.2%	116
Participated in karaoke in last 12 months	4,030	3.8%	104
Bought lottery ticket in last 12 months	40,614	38.1%	105
Played lottery 6+ times in last 30 days	10,970	10.3%	89
Bought lottery ticket in last 12 months: Daily Drawing	3,603	3.4%	81
Bought lottery ticket in last 12 months: Instant Game	17,133	16.1%	95
Bought lottery ticket in last 12 months: Mega Millions	21,096	19.8%	111
Bought lottery ticket in last 12 months: Powerball	22,502	21.1%	112
Attended a movie in last 6 months	73,136	68.7%	114
Attended movie in last 90 days: once/week or more	2,349	2.2%	96
Attended movie in last 90 days: 2-3 times a month	8,299	7.8%	127
Attended movie in last 90 days: once a month	12,440	11.7%	112
Attended movie in last 90 days: < once a month	44,611	41.9%	116
Movie genre seen at theater/6 months: action	33,952	31.9%	120

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	36,748	34.5%	122
Movie genre seen at theater/6 months: comedy	35,401	33.2%	118
Movie genre seen at theater/6 months: crime	18,902	17.7%	119
Movie genre seen at theater/6 months: drama	36,880	34.6%	116
Movie genre seen at theater/6 months: family	17,145	16.1%	117
Movie genre seen at theater/6 months: fantasy	23,778	22.3%	120
Movie genre seen at theater/6 months: horror	7,223	6.8%	96
Movie genre seen at theater/6 months: romance	19,854	18.6%	121
Movie genre seen at theater/6 months: science fiction	20,170	18.9%	121
Movie genre seen at theater/6 months: thriller	20,469	19.2%	115
Went to museum in last 12 months	17,061	16.0%	124
Attended classical music/opera performance/12 months	4,478	4.2%	110
Attended country music performance in last 12 months	6,736	6.3%	115
Attended rock music performance in last 12 months	12,468	11.7%	120
Played musical instrument in last 12 months	7,525	7.1%	101
Did painting/drawing in last 12 months	6,212	5.8%	99
Did photo album/scrapbooking in last 12 months	7,254	6.8%	120
Did photography in last 12 months	13,114	12.3%	125
Did Sudoku puzzle in last 12 months	13,367	12.6%	118
Went to live theater in last 12 months	15,805	14.8%	118
Visited a theme park in last 12 months	26,020	24.4%	136
Visited a theme park 5+ times in last 12 months	6,222	5.8%	155
Participated in trivia games in last 12 months	6,500	6.1%	117
Played video/electronic game (console) last 12 months	13,473	12.7%	111
Played video/electronic game (portable) last 12 months	5,359	5.0%	112
Visited an indoor water park in last 12 months	4,258	4.0%	128
Did woodworking in last 12 months	4,049	3.8%	88
Participated in word games in last 12 months	13,104	12.3%	115
Went to zoo in last 12 months	17,306	16.2%	138
Purchased DVDs in last 30 days: 1	5,532	5.2%	137
Purchased DVDs in last 30 days: 2	3,822	3.6%	115
Purchased DVDs in last 30 days: 3+	5,764	5.4%	97
Purchased DVD/Blu-ray disc online in last 12 months	8,862	8.3%	128
Rented DVDs in last 30 days: 1	5,302	5.0%	129
Rented DVDs in last 30 days: 2	7,082	6.6%	138
Rented DVDs in last 30 days: 3+	21,237	19.9%	118
Rented movie/oth video/30 days: action/adventure	33,492	31.4%	122
Rented movie/oth video/30 days: classics	8,807	8.3%	109
Rented movie/oth video/30 days: comedy	33,846	31.8%	124
Rented movie/oth video/30 days: drama	23,246	21.8%	125
Rented movie/oth video/30 days: family/children	15,589	14.6%	131
Rented movie/oth video/30 days: foreign	3,368	3.2%	98
Rented movie/oth video/30 days: horror	9,670	9.1%	97
Rented movie/oth video/30 days: musical	3,243	3.0%	102
Rented movie/oth video/30 days: news/documentary	4,830	4.5%	109
Rented movie/oth video/30 days: romance	14,095	13.2%	126
Rented movie/oth video/30 days: science fiction	10,043	9.4%	115
Rented movie/oth video/30 days: TV show	9,715	9.1%	111
Rented movie/oth video/30 days: western	3,254	3.1%	93

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	4,435	4.2%	127
Rented DVD/Blu-ray/30 days: from netflix.com	17,065	16.0%	127
Rented/purch DVD/Blu-ray/30 days: from Redbox	25,870	24.3%	136
HH owns ATV/UTV	2,379	4.9%	90
Bought any children`s toy/game in last 12 months	40,011	37.6%	113
Spent on toys/games for child last 12 months: <\$50	6,927	6.5%	106
Spent on toys/games for child last 12 months: \$50-99	2,628	2.5%	92
Spent on toys/games for child last 12 months: \$100-199	7,543	7.1%	114
Spent on toys/games for child last 12 months: \$200-499	12,478	11.7%	122
Spent on toys/games for child last 12 months: \$500+	6,965	6.5%	131
Bought any toys/games online in last 12 months	10,374	9.7%	147
Bought infant toy in last 12 months	8,181	7.7%	117
Bought pre-school toy in last 12 months	8,797	8.3%	117
Bought for child last 12 months: boy action figure	8,761	8.2%	115
Bought for child last 12 months: girl action figure	3,814	3.6%	122
Bought for child last 12 months: action game	2,655	2.5%	95
Bought for child last 12 months: bicycle	8,454	7.9%	121
Bought for child last 12 months: board game	13,007	12.2%	121
Bought for child last 12 months: builder set	5,209	4.9%	123
Bought for child last 12 months: car	10,402	9.8%	104
Bought for child last 12 months: construction toy	6,050	5.7%	114
Bought for child last 12 months: fashion doll	5,361	5.0%	107
Bought for child last 12 months: large/baby doll	7,351	6.9%	103
Bought for child last 12 months: doll accessories	4,336	4.1%	114
Bought for child last 12 months: doll clothing	4,716	4.4%	117
Bought for child last 12 months: educational toy	15,789	14.8%	124
Bought for child last 12 months: electronic doll/animal	2,737	2.6%	107
Bought for child last 12 months: electronic game	10,497	9.9%	122
Bought for child last 12 months: mechanical toy	4,349	4.1%	113
Bought for child last 12 months: model kit/set	3,026	2.8%	117
Bought for child last 12 months: plush doll/animal	9,172	8.6%	116
Bought for child last 12 months: sound game	2,070	1.9%	90
Bought for child last 12 months: water toy	11,631	10.9%	117
Bought for child last 12 months: word game	3,451	3.2%	103

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 10 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	16,778	15.8%	142
Bought hardcover book in last 12 months	27,383	25.7%	114
Bought paperback book in last 12 months	41,252	38.7%	114
Bought 1-3 books in last 12 months	22,456	21.1%	106
Bought 4-6 books in last 12 months	12,999	12.2%	114
Bought 7+ books in last 12 months	23,247	21.8%	121
Bought book (fiction) in last 12 months	35,382	33.2%	119
Bought book (non-fiction) in last 12 months	30,375	28.5%	121
Bought biography in last 12 months	8,795	8.3%	113
Bought children`s book in last 12 months	12,158	11.4%	118
Bought cookbook in last 12 months	10,805	10.1%	112
Bought history book in last 12 months	9,000	8.5%	107
Bought mystery book in last 12 months	13,769	12.9%	112
Bought novel in last 12 months	21,232	19.9%	122
Bought religious book (not bible) in last 12 mo	7,721	7.2%	111
Bought romance book in last 12 months	8,230	7.7%	108
Bought science fiction book in last 12 months	6,703	6.3%	112
Bought personal/business self-help book last 12 months	8,181	7.7%	128
Bought travel book in last 12 months	3,133	2.9%	124
Bought book online in last 12 months	26,639	25.0%	130
Bought book last 12 months: amazon.com	23,018	21.6%	133
Bought book last 12 months: barnes&noble.com	4,873	4.6%	139
Bought book last 12 months: Barnes & Noble book store	22,107	20.8%	131
Bought book last 12 months: other book store (not B&N)	13,332	12.5%	106
Bought book last 12 months: through book club	2,161	2.0%	111
Bought book last 12 months: mail order	2,180	2.0%	92
Listened to/purchased audiobook in last 6 months	6,629	6.2%	135

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.

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 15 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Demographic Summary		2014	2019
Population		349,513	357,013
Population 18+		247,593	254,636
Households		112,078	114,197
Median Household Income		\$82,984	\$93,568

Product/Consumer Behavior	Expected		
	Number of Adults/HHS	Percent	MPI
Participated in aerobics in last 12 months	27,186	11.0%	123
Participated in archery in last 12 months	6,354	2.6%	93
Participated in auto racing in last 12 months	4,914	2.0%	99
Participated in backpacking in last 12 months	7,745	3.1%	107
Participated in baseball in last 12 months	11,807	4.8%	106
Participated in basketball in last 12 months	20,944	8.5%	102
Participated in bicycling (mountain) in last 12 months	12,076	4.9%	121
Participated in bicycling (road) in last 12 months	27,724	11.2%	114
Participated in boating (power) in last 12 months	14,335	5.8%	110
Participated in bowling in last 12 months	27,150	11.0%	112
Participated in canoeing/kayaking in last 12 months	13,506	5.5%	101
Participated in fishing (fresh water) in last 12 months	30,833	12.5%	100
Participated in fishing (salt water) in last 12 months	10,434	4.2%	104
Participated in football in last 12 months	13,303	5.4%	107
Participated in Frisbee in last 12 months	11,915	4.8%	105
Participated in golf in last 12 months	30,142	12.2%	129
Participated in hiking in last 12 months	29,959	12.1%	121
Participated in horseback riding in last 12 months	6,612	2.7%	109
Participated in hunting with rifle in last 12 months	10,311	4.2%	90
Participated in hunting with shotgun in last 12 months	9,017	3.6%	90
Participated in ice skating in last 12 months	7,102	2.9%	112
Participated in jogging/running in last 12 months	41,651	16.8%	132
Participated in motorcycling in last 12 months	8,344	3.4%	110
Participated in Pilates in last 12 months	7,947	3.2%	115
Participated in skiing (downhill) in last 12 months	8,602	3.5%	121
Participated in soccer in last 12 months	10,244	4.1%	110
Participated in softball in last 12 months	9,162	3.7%	108
Participated in swimming in last 12 months	46,965	19.0%	120
Participated in target shooting in last 12 months	11,621	4.7%	104
Participated in tennis in last 12 months	12,990	5.2%	123
Participated in volleyball in last 12 months	9,226	3.7%	105
Participated in walking for exercise in last 12 months	76,356	30.8%	110
Participated in weight lifting in last 12 months	33,296	13.4%	127
Participated in yoga in last 12 months	21,756	8.8%	123
Spent on sports/rec equip in last 12 months: \$1-99	16,662	6.7%	113
Spent on sports/rec equip in last 12 months: \$100-\$249	19,247	7.8%	119
Spent on sports/rec equip in last 12 months: \$250+	22,633	9.1%	131
Attend sports events	72,581	29.3%	125
Attend sports events: auto racing (NASCAR)	5,697	2.3%	114
Attend sports events: baseball game - MLB reg seas	31,558	12.7%	133
Attend sports events: basketball game (college)	9,454	3.8%	130
Attend sports events: basketball game-NBA reg seas	10,861	4.4%	139
Attend sports events: football game (college)	18,981	7.7%	136
Attend sports events: football game-NFL Mon/Thurs	7,922	3.2%	124
Attend sports events: football game - NFL weekend	15,589	6.3%	136
Attend sports events: high school sports	14,092	5.7%	124
Attend sports events: ice hockey game-NHL reg seas	8,648	3.5%	125

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 15 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Listen to sports on radio	42,550	17.2%	111
Listen to baseball (MLB reg season) on radio often	6,205	2.5%	105
Listen to football (NFL Mon/Thurs) on radio often	4,358	1.8%	92
Listen to football (NFL wknd games) on radio often	5,608	2.3%	102
Listen to football (college) on radio often	5,889	2.4%	110
Watch sports on TV	166,040	67.1%	107
Watch on TV: alpine skiing/ski jumping	15,097	6.1%	109
Watch on TV: auto racing (NASCAR)	35,528	14.3%	100
Watch on TV: auto racing (not NASCAR)	15,317	6.2%	103
Watch on TV: baseball (MLB regular season)	66,225	26.7%	113
Watch on TV: baseball (MLB playoffs/World Series)	64,673	26.1%	112
Watch on TV: basketball (college)	43,107	17.4%	112
Watch on TV: basketball (NCAA tournament)	44,353	17.9%	114
Watch on TV: basketball (NBA regular season)	50,002	20.2%	110
Watch on TV: basketball (NBA playoffs/finals)	55,621	22.5%	113
Watch on TV: basketball (WNBA)	10,074	4.1%	90
Watch on TV: bicycle racing	8,561	3.5%	118
Watch on TV: bowling	7,581	3.1%	90
Watch on TV: boxing	20,658	8.3%	97
Watch on TV: bull riding (pro)	11,833	4.8%	86
Watch on TV: Equestrian events	7,440	3.0%	90
Watch on TV: extreme sports (summer)	17,816	7.2%	117
Watch on TV: extreme sports (winter)	19,939	8.1%	118
Watch on TV: figure skating	28,516	11.5%	109
Watch on TV: fishing	17,429	7.0%	102
Watch on TV: football (college)	76,308	30.8%	116
Watch on TV: football (NFL Mon/Thurs night games)	95,950	38.8%	113
Watch on TV: football (NFL weekend games)	101,708	41.1%	113
Watch on TV: football (NFL playoffs/Super Bowl)	104,112	42.0%	113
Watch on TV: golf (PGA)	43,403	17.5%	119
Watch on TV: golf (LPGA)	13,278	5.4%	108
Watch on TV: gymnastics	22,935	9.3%	113
Watch on TV: horse racing	9,112	3.7%	99
Watch on TV: ice hockey (NHL regular season)	26,775	10.8%	118
Watch on TV: ice hockey (NHL playoffs/St Stanley Cup)	27,663	11.2%	118
Watch on TV: marathon/road running/triathlon	6,077	2.5%	110
Watch on TV: mixed martial arts (MMA)	14,416	5.8%	115
Watch on TV: motorcycle racing	11,507	4.6%	102
Watch on TV: Olympics (summer)	80,080	32.3%	122
Watch on TV: Olympics (winter)	77,365	31.2%	122
Watch on TV: poker	18,366	7.4%	113
Watch on TV: rodeo	10,005	4.0%	81
Watch on TV: soccer (MLS)	15,919	6.4%	117
Watch on TV: soccer (World Cup)	27,367	11.1%	116
Watch on TV: tennis (men`s)	26,984	10.9%	120
Watch on TV: tennis (women`s)	26,208	10.6%	121
Watch on TV: track & field	16,395	6.6%	118
Watch on TV: truck and tractor pull/mud racing	6,119	2.5%	85
Watch on TV: volleyball (pro beach)	12,079	4.9%	111
Watch on TV: weightlifting	3,869	1.6%	88
Watch on TV: wrestling (WWE)	7,793	3.1%	95

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 15 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Member of AARP	29,702	12.0%	101
Member of charitable organization	13,738	5.5%	122
Member of church board	7,879	3.2%	102
Member of fraternal order	6,691	2.7%	102
Member of religious club	9,956	4.0%	110
Member of union	10,532	4.3%	104
Member of veterans club	6,043	2.4%	103
Attended adult education course in last 12 months	17,743	7.2%	110
Went to art gallery in last 12 months	19,330	7.8%	107
Attended auto show in last 12 months	22,656	9.2%	111
Did baking in last 12 months	63,333	25.6%	111
Went to bar/night club in last 12 months	44,882	18.1%	106
Went to beach in last 12 months	67,574	27.3%	115
Played billiards/pool in last 12 months	19,318	7.8%	101
Played bingo in last 12 months	9,634	3.9%	93
Did birdwatching in last 12 months	11,361	4.6%	96
Played board game in last 12 months	42,026	17.0%	127
Read book in last 12 months	97,168	39.2%	114
Participated in book club in last 12 months	7,111	2.9%	105
Went on overnight camping trip in last 12 months	35,858	14.5%	114
Played cards in last 12 months	43,856	17.7%	107
Played chess in last 12 months	7,853	3.2%	98
Played computer game (offline w/software)/12 months	18,726	7.6%	105
Played computer game (online w/software)/12 months	18,383	7.4%	107
Played computer game (online w/o software)/12 months	23,620	9.5%	103
Cooked for fun in last 12 months	59,578	24.1%	110
Did crossword puzzle in last 12 months	27,084	10.9%	96
Danced/went dancing in last 12 months	21,115	8.5%	98
Attended dance performance in last 12 months	11,029	4.5%	109
Dined out in last 12 months	127,814	51.6%	115
Participated in fantasy sports league last 12 months	13,385	5.4%	133
Did furniture refinishing in last 12 months	7,348	3.0%	106
Gambled at casino in last 12 months	42,014	17.0%	115
Gambled in Atlantic City in last 12 months	4,831	2.0%	81
Gambled in Las Vegas in last 12 months	15,126	6.1%	148
Participate in indoor gardening/plant care	23,171	9.4%	97
Attended horse races in last 12 months	7,900	3.2%	116
Participated in karaoke in last 12 months	9,183	3.7%	102
Bought lottery ticket in last 12 months	94,638	38.2%	105
Played lottery 6+ times in last 30 days	26,539	10.7%	93
Bought lottery ticket in last 12 months: Daily Drawing	9,013	3.6%	88
Bought lottery ticket in last 12 months: Instant Game	40,913	16.5%	97
Bought lottery ticket in last 12 months: Mega Millions	48,641	19.6%	110
Bought lottery ticket in last 12 months: Powerball	51,678	20.9%	111
Attended a movie in last 6 months	167,127	67.5%	112
Attended movie in last 90 days: once/week or more	5,802	2.3%	102
Attended movie in last 90 days: 2-3 times a month	18,462	7.5%	122
Attended movie in last 90 days: once a month	28,694	11.6%	111
Attended movie in last 90 days: < once a month	101,002	40.8%	113
Movie genre seen at theater/6 months: action	77,648	31.4%	118

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Village of Plainfield, IL 5-10-15 Minute Drive Time
 15101 S Route 59, Plainfield, Illinois, 60544
 Drive Time: 15 minute radius

Latitude: 41.60844
 Longitude: -88.20214

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Movie genre seen at theater/6 months: adventure	83,360	33.7%	119
Movie genre seen at theater/6 months: comedy	80,849	32.7%	116
Movie genre seen at theater/6 months: crime	43,708	17.7%	118
Movie genre seen at theater/6 months: drama	84,167	34.0%	114
Movie genre seen at theater/6 months: family	39,380	15.9%	116
Movie genre seen at theater/6 months: fantasy	54,226	21.9%	118
Movie genre seen at theater/6 months: horror	17,635	7.1%	100
Movie genre seen at theater/6 months: romance	44,952	18.2%	118
Movie genre seen at theater/6 months: science fiction	46,190	18.7%	119
Movie genre seen at theater/6 months: thriller	47,188	19.1%	114
Went to museum in last 12 months	38,089	15.4%	119
Attended classical music/opera performance/12 months	10,106	4.1%	107
Attended country music performance in last 12 months	15,098	6.1%	111
Attended rock music performance in last 12 months	28,242	11.4%	117
Played musical instrument in last 12 months	17,256	7.0%	100
Did painting/drawing in last 12 months	14,662	5.9%	101
Did photo album/scrapbooking in last 12 months	16,246	6.6%	116
Did photography in last 12 months	28,803	11.6%	118
Did Sudoku puzzle in last 12 months	30,420	12.3%	116
Went to live theater in last 12 months	35,525	14.3%	114
Visited a theme park in last 12 months	58,386	23.6%	131
Visited a theme park 5+ times in last 12 months	13,574	5.5%	146
Participated in trivia games in last 12 months	14,287	5.8%	111
Played video/electronic game (console) last 12 months	31,072	12.5%	110
Played video/electronic game (portable) last 12 months	12,303	5.0%	111
Visited an indoor water park in last 12 months	9,701	3.9%	126
Did woodworking in last 12 months	9,405	3.8%	88
Participated in word games in last 12 months	29,764	12.0%	112
Went to zoo in last 12 months	38,170	15.4%	131
Purchased DVDs in last 30 days: 1	12,271	5.0%	131
Purchased DVDs in last 30 days: 2	8,743	3.5%	113
Purchased DVDs in last 30 days: 3+	13,743	5.6%	99
Purchased DVD/Blu-ray disc online in last 12 months	19,981	8.1%	125
Rented DVDs in last 30 days: 1	12,053	4.9%	126
Rented DVDs in last 30 days: 2	15,501	6.3%	130
Rented DVDs in last 30 days: 3+	49,156	19.9%	118
Rented movie/oth video/30 days: action/adventure	76,466	30.9%	120
Rented movie/oth video/30 days: classics	20,652	8.3%	110
Rented movie/oth video/30 days: comedy	76,937	31.1%	121
Rented movie/oth video/30 days: drama	52,524	21.2%	121
Rented movie/oth video/30 days: family/children	35,401	14.3%	128
Rented movie/oth video/30 days: foreign	7,916	3.2%	99
Rented movie/oth video/30 days: horror	22,933	9.3%	99
Rented movie/oth video/30 days: musical	7,529	3.0%	102
Rented movie/oth video/30 days: news/documentary	11,233	4.5%	109
Rented movie/oth video/30 days: romance	32,101	13.0%	123
Rented movie/oth video/30 days: science fiction	22,927	9.3%	113
Rented movie/oth video/30 days: TV show	22,465	9.1%	110
Rented movie/oth video/30 days: western	7,655	3.1%	94

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Village of Plainfield, IL 5-10-15 Minute Drive Time
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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Rented/purch DVD/Blu-ray/30 days: from amazon.com	9,915	4.0%	122
Rented DVD/Blu-ray/30 days: from netflix.com	38,446	15.5%	123
Rented/purch DVD/Blu-ray/30 days: from Redbox	58,760	23.7%	133
HH owns ATV/UTV	5,315	4.7%	86
Bought any children`s toy/game in last 12 months	91,720	37.0%	112
Spent on toys/games for child last 12 months: <\$50	15,846	6.4%	104
Spent on toys/games for child last 12 months: \$50-99	6,549	2.6%	99
Spent on toys/games for child last 12 months: \$100-199	16,934	6.8%	110
Spent on toys/games for child last 12 months: \$200-499	27,967	11.3%	117
Spent on toys/games for child last 12 months: \$500+	15,803	6.4%	128
Bought any toys/games online in last 12 months	22,808	9.2%	139
Bought infant toy in last 12 months	18,316	7.4%	113
Bought pre-school toy in last 12 months	20,189	8.2%	116
Bought for child last 12 months: boy action figure	20,189	8.2%	114
Bought for child last 12 months: girl action figure	8,530	3.4%	118
Bought for child last 12 months: action game	6,420	2.6%	99
Bought for child last 12 months: bicycle	19,368	7.8%	119
Bought for child last 12 months: board game	29,752	12.0%	119
Bought for child last 12 months: builder set	11,918	4.8%	121
Bought for child last 12 months: car	24,740	10.0%	106
Bought for child last 12 months: construction toy	13,869	5.6%	112
Bought for child last 12 months: fashion doll	12,492	5.0%	108
Bought for child last 12 months: large/baby doll	17,009	6.9%	103
Bought for child last 12 months: doll accessories	9,959	4.0%	112
Bought for child last 12 months: doll clothing	10,778	4.4%	115
Bought for child last 12 months: educational toy	35,553	14.4%	120
Bought for child last 12 months: electronic doll/animal	6,302	2.5%	106
Bought for child last 12 months: electronic game	24,043	9.7%	120
Bought for child last 12 months: mechanical toy	10,255	4.1%	115
Bought for child last 12 months: model kit/set	6,957	2.8%	115
Bought for child last 12 months: plush doll/animal	20,682	8.4%	113
Bought for child last 12 months: sound game	4,992	2.0%	94
Bought for child last 12 months: water toy	26,401	10.7%	114
Bought for child last 12 months: word game	7,970	3.2%	102

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Bought digital book in last 12 months	37,054	15.0%	134
Bought hardcover book in last 12 months	61,666	24.9%	111
Bought paperback book in last 12 months	93,788	37.9%	112
Bought 1-3 books in last 12 months	51,480	20.8%	105
Bought 4-6 books in last 12 months	29,815	12.0%	113
Bought 7+ books in last 12 months	51,953	21.0%	116
Bought book (fiction) in last 12 months	79,790	32.2%	115
Bought book (non-fiction) in last 12 months	68,271	27.6%	117
Bought biography in last 12 months	20,025	8.1%	110
Bought children`s book in last 12 months	27,454	11.1%	115
Bought cookbook in last 12 months	24,633	9.9%	110
Bought history book in last 12 months	20,862	8.4%	106
Bought mystery book in last 12 months	31,218	12.6%	109
Bought novel in last 12 months	47,371	19.1%	117
Bought religious book (not bible) in last 12 mo	17,613	7.1%	109
Bought romance book in last 12 months	18,893	7.6%	106
Bought science fiction book in last 12 months	15,055	6.1%	108
Bought personal/business self-help book last 12 months	18,320	7.4%	123
Bought travel book in last 12 months	7,112	2.9%	121
Bought book online in last 12 months	59,066	23.9%	124
Bought book last 12 months: amazon.com	51,230	20.7%	127
Bought book last 12 months: barnes&noble.com	11,063	4.5%	135
Bought book last 12 months: Barnes & Noble book store	49,489	20.0%	126
Bought book last 12 months: other book store (not B&N)	30,278	12.2%	103
Bought book last 12 months: through book club	4,949	2.0%	109
Bought book last 12 months: mail order	4,969	2.0%	90
Listened to/purchased audiobook in last 6 months	14,525	5.9%	127

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