



Retail Marketplace Potential

Tinley Park
 Tinley Park village, IL (1775484)
 Geography: Place

Demographic Summary	2017	2022
Population	56,624	56,726
Population 18+	44,775	45,118
Households	21,750	21,821
Median Household Income	\$80,227	\$87,087

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	22,460	50.2%	105
Bought any women's clothing in last 12 months	20,314	45.4%	105
Bought clothing for child <13 years in last 6 months	12,020	26.8%	98
Bought any shoes in last 12 months	25,439	56.8%	106
Bought costume jewelry in last 12 months	8,994	20.1%	105
Bought any fine jewelry in last 12 months	8,196	18.3%	101
Bought a watch in last 12 months	6,825	15.2%	100
Automobiles (Households)			
HH owns/leases any vehicle	19,720	90.7%	106
HH bought/leased new vehicle last 12 mo	2,690	12.4%	125
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	40,405	90.2%	106
Bought/changed motor oil in last 12 months	21,998	49.1%	102
Had tune-up in last 12 months	13,257	29.6%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	30,251	67.6%	102
Drank regular cola in last 6 months	17,783	39.7%	90
Drank beer/ale in last 6 months	20,612	46.0%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	11,133	24.9%	117
Own digital SLR camera/camcorder	4,586	10.2%	123
Printed digital photos in last 12 months	7,204	16.1%	116
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,137	36.0%	99
Have a smartphone	31,733	70.9%	106
Have a smartphone: Android phone (any brand)	14,094	31.5%	99
Have a smartphone: Apple iPhone	15,798	35.3%	115
Number of cell phones in household: 1	5,785	26.6%	83
Number of cell phones in household: 2	8,676	39.9%	106
Number of cell phones in household: 3+	6,571	30.2%	116
HH has cell phone only (no landline telephone)	8,105	37.3%	82
Computers (Households)			
HH owns a computer	18,093	83.2%	109
HH owns desktop computer	10,700	49.2%	115
HH owns laptop/notebook	13,121	60.3%	109
HH owns any Apple/Mac brand computer	3,862	17.8%	115
HH owns any PC/non-Apple brand computer	15,638	71.9%	108
HH purchased most recent computer in a store	9,081	41.8%	112
HH purchased most recent computer online	3,225	14.8%	114
Spent <\$500 on most recent home computer	3,257	15.0%	98
Spent \$500-\$999 on most recent home computer	4,642	21.3%	117
Spent \$1,000-\$1,499 on most recent home computer	2,416	11.1%	122
Spent \$1,500-\$1,999 on most recent home computer	1,143	5.3%	123
Spent \$2,000+ on most recent home computer	946	4.3%	122

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 2017 and 2022.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	23,847	53.3%	107
Bought brewed coffee at convenience store in last 30 days	7,734	17.3%	111
Bought cigarettes at convenience store in last 30 days	4,471	10.0%	82
Bought gas at convenience store in last 30 days	15,455	34.5%	102
Spent at convenience store in last 30 days: <\$20	4,018	9.0%	114
Spent at convenience store in last 30 days: \$20-\$39	4,611	10.3%	113
Spent at convenience store in last 30 days: \$40-\$50	3,405	7.6%	101
Spent at convenience store in last 30 days: \$51-\$99	2,009	4.5%	97
Spent at convenience store in last 30 days: \$100+	10,534	23.5%	100
Entertainment (Adults)			
Attended a movie in last 6 months	28,297	63.2%	107
Went to live theater in last 12 months	6,789	15.2%	117
Went to a bar/night club in last 12 months	7,968	17.8%	106
Dined out in last 12 months	23,080	51.5%	114
Gambled at a casino in last 12 months	7,025	15.7%	113
Visited a theme park in last 12 months	9,117	20.4%	114
Viewed movie (video-on-demand) in last 30 days	10,496	23.4%	128
Viewed TV show (video-on-demand) in last 30 days	7,759	17.3%	132
Watched any pay-per-view TV in last 12 months	6,339	14.2%	114
Downloaded a movie over the Internet in last 30 days	3,646	8.1%	98
Downloaded any individual song in last 6 months	10,246	22.9%	108
Watched a movie online in the last 30 days	8,153	18.2%	97
Watched a TV program online in last 30 days	7,584	16.9%	100
Played a video/electronic game (console) in last 12 months	4,234	9.5%	95
Played a video/electronic game (portable) in last 12 months	2,041	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	17,873	39.9%	130
Used ATM/cash machine in last 12 months	25,008	55.9%	112
Own any stock	4,121	9.2%	127
Own U.S. savings bond	3,003	6.7%	130
Own shares in mutual fund (stock)	4,116	9.2%	125
Own shares in mutual fund (bonds)	2,910	6.5%	129
Have interest checking account	15,239	34.0%	125
Have non-interest checking account	14,145	31.6%	107
Have savings account	28,193	63.0%	115
Have 401K retirement savings plan	8,076	18.0%	123
Own/used any credit/debit card in last 12 months	36,760	82.1%	109
Avg monthly credit card expenditures: <\$111	6,061	13.5%	113
Avg monthly credit card expenditures: \$111-\$225	3,584	8.0%	113
Avg monthly credit card expenditures: \$226-\$450	3,299	7.4%	112
Avg monthly credit card expenditures: \$451-\$700	2,940	6.6%	124
Avg monthly credit card expenditures: \$701-\$1,000	2,512	5.6%	121
Avg monthly credit card expenditures: \$1,001+	5,510	12.3%	133
Did banking online in last 12 months	19,353	43.2%	118
Did banking on mobile device in last 12 months	8,656	19.3%	112
Paid bills online in last 12 months	23,047	51.5%	115

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	15,623	71.8%	103
Used bread in last 6 months	20,591	94.7%	101
Used chicken (fresh or frozen) in last 6 months	15,416	70.9%	103
Used turkey (fresh or frozen) in last 6 months	3,917	18.0%	114
Used fish/seafood (fresh or frozen) in last 6 months	12,326	56.7%	104
Used fresh fruit/vegetables in last 6 months	19,250	88.5%	102
Used fresh milk in last 6 months	19,266	88.6%	101
Used organic food in last 6 months	4,521	20.8%	101
Health (Adults)			
Exercise at home 2+ times per week	14,431	32.2%	111
Exercise at club 2+ times per week	7,253	16.2%	121
Visited a doctor in last 12 months	35,959	80.3%	106
Used vitamin/dietary supplement in last 6 months	25,056	56.0%	106
Home (Households)			
Any home improvement in last 12 months	7,103	32.7%	120
Used housekeeper/maid/professional HH cleaning service in last 12	3,370	15.5%	116
Purchased low ticket HH furnishings in last 12 months	3,874	17.8%	109
Purchased big ticket HH furnishings in last 12 months	4,950	22.8%	106
Bought any small kitchen appliance in last 12 months	5,000	23.0%	104
Bought any large kitchen appliance in last 12 months	3,049	14.0%	111
Insurance (Adults/Households)			
Currently carry life insurance	22,518	50.3%	116
Carry medical/hospital/accident insurance	33,609	75.1%	109
Carry homeowner insurance	26,494	59.2%	126
Carry renter's insurance	3,367	7.5%	86
Have auto insurance: 1 vehicle in household covered	5,956	27.4%	88
Have auto insurance: 2 vehicles in household covered	7,058	32.5%	114
Have auto insurance: 3+ vehicles in household covered	6,032	27.7%	128
Pets (Households)			
Household owns any pet	12,909	59.4%	109
Household owns any cat	5,392	24.8%	110
Household owns any dog	9,758	44.9%	109
Psychographics (Adults)			
Buying American is important to me	19,105	42.7%	103
Usually buy items on credit rather than wait	5,585	12.5%	102
Usually buy based on quality - not price	8,269	18.5%	101
Price is usually more important than brand name	11,412	25.5%	96
Usually use coupons for brands I buy often	8,380	18.7%	103
Am interested in how to help the environment	6,664	14.9%	90
Usually pay more for environ safe product	5,766	12.9%	96
Usually value green products over convenience	4,581	10.2%	94
Likely to buy a brand that supports a charity	15,508	34.6%	99
Reading (Adults)			
Bought digital book in last 12 months	7,576	16.9%	119
Bought hardcover book in last 12 months	10,038	22.4%	109
Bought paperback book in last 12 month	14,561	32.5%	109
Read any daily newspaper (paper version)	12,264	27.4%	113
Read any digital newspaper in last 30 days	17,237	38.5%	113
Read any magazine (paper/electronic version) in last 6 months	41,692	93.1%	103

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	35,366	79.0%	106
Went to family restaurant/steak house: 4+ times a month	13,624	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	40,953	91.5%	102
Went to fast food/drive-in restaurant 9+ times/mo	18,418	41.1%	105
Fast food/drive-in last 6 months: eat in	16,838	37.6%	103
Fast food/drive-in last 6 months: home delivery	3,287	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	22,254	49.7%	108
Fast food/drive-in last 6 months: take-out/walk-in	9,530	21.3%	106
Television & Electronics (Adults/Households)			
Own any tablet	17,315	38.7%	115
Own any e-reader	4,820	10.8%	124
Own e-reader/tablet: iPad	11,018	24.6%	119
HH has Internet connectable TV	5,166	23.8%	118
Own any portable MP3 player	14,148	31.6%	113
HH owns 1 TV	3,689	17.0%	82
HH owns 2 TVs	5,764	26.5%	102
HH owns 3 TVs	5,048	23.2%	108
HH owns 4+ TVs	4,756	21.9%	120
HH subscribes to cable TV	11,279	51.9%	109
HH subscribes to fiber optic	2,527	11.6%	145
HH owns portable GPS navigation device	7,228	33.2%	122
HH purchased video game system in last 12 mos	1,695	7.8%	101
HH owns Internet video device for TV	2,690	12.4%	112
Travel (Adults)			
Domestic travel in last 12 months	26,672	59.6%	117
Took 3+ domestic non-business trips in last 12 months	6,176	13.8%	124
Spent on domestic vacations in last 12 months: <\$1,000	5,270	11.8%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,078	6.9%	120
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,979	4.4%	120
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,247	5.0%	132
Spent on domestic vacations in last 12 months: \$3,000+	3,589	8.0%	140
Domestic travel in the 12 months: used general travel website	3,640	8.1%	116
Foreign travel in last 3 years	12,580	28.1%	116
Took 3+ foreign trips by plane in last 3 years	2,239	5.0%	114
Spent on foreign vacations in last 12 months: <\$1,000	2,024	4.5%	106
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,654	3.7%	106
Spent on foreign vacations in last 12 months: \$3,000+	2,761	6.2%	122
Foreign travel in last 3 years: used general travel website	2,860	6.4%	111
Nights spent in hotel/motel in last 12 months: any	21,657	48.4%	117
Took cruise of more than one day in last 3 years	4,340	9.7%	121
Member of any frequent flyer program	9,404	21.0%	129
Member of any hotel rewards program	8,654	19.3%	130

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