

Crystal Lake City, IL 3
 Crystal Lake City, IL (1717887)
 Geography: Place

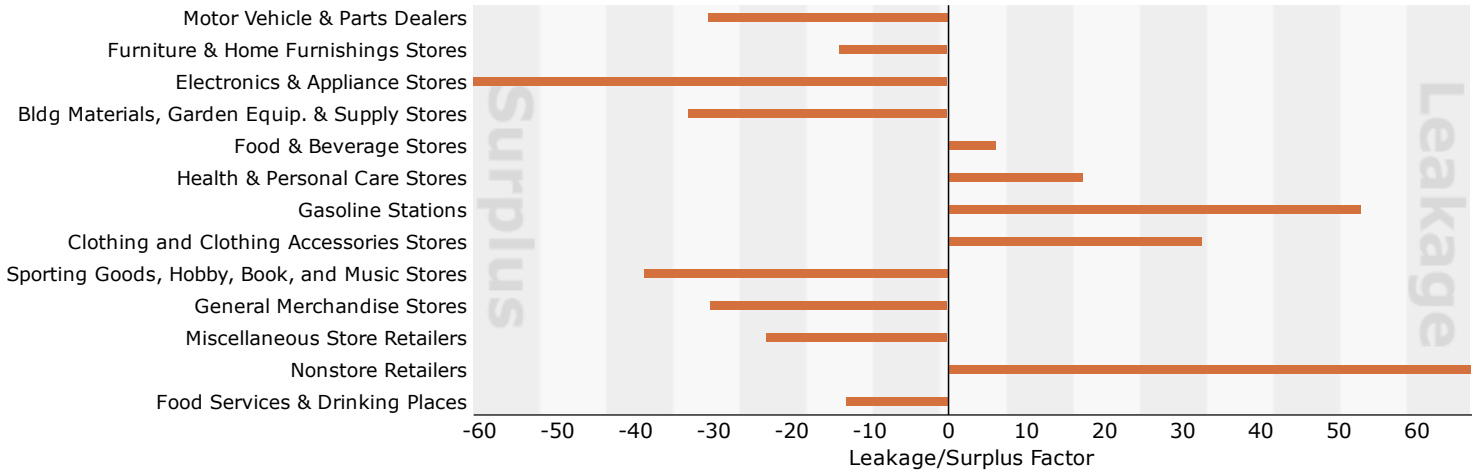
Crystal Lake - Heather Maieritsch

Summary Demographics						
2017 Population						40,354
2017 Households						14,410
2017 Median Disposable Income						\$58,555
2017 Per Capita Income						\$36,036
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$664,171,284	\$946,535,824	-\$282,364,540	-17.5	384
Total Retail Trade	44-45	\$596,519,434	\$858,372,771	-\$261,853,337	-18.0	272
Total Food & Drink	722	\$67,651,850	\$88,163,053	-\$20,511,203	-13.2	112
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$124,086,461	\$234,791,868	-\$110,705,407	-30.8	33
Automobile Dealers	4411	\$102,477,992	\$202,777,561	-\$100,299,569	-32.9	14
Other Motor Vehicle Dealers	4412	\$10,377,278	\$15,000,716	-\$4,623,438	-18.2	4
Auto Parts, Accessories & Tire Stores	4413	\$11,231,191	\$17,013,591	-\$5,782,400	-20.5	15
Furniture & Home Furnishings Stores	442	\$20,226,300	\$26,773,336	-\$6,547,036	-13.9	20
Furniture Stores	4421	\$11,626,391	\$15,938,213	-\$4,311,822	-15.6	9
Home Furnishings Stores	4422	\$8,599,909	\$10,835,123	-\$2,235,214	-11.5	11
Electronics & Appliance Stores	443	\$23,109,277	\$95,153,601	-\$72,044,324	-60.9	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$42,951,344	\$85,913,106	-\$42,961,762	-33.3	30
Bldg Material & Supplies Dealers	4441	\$38,955,786	\$83,726,555	-\$44,770,769	-36.5	28
Lawn & Garden Equip & Supply Stores	4442	\$3,995,558	\$2,186,551	\$1,809,007	29.3	2
Food & Beverage Stores	445	\$96,841,828	\$85,459,708	\$11,382,120	6.2	27
Grocery Stores	4451	\$84,832,716	\$80,664,631	\$4,168,085	2.5	19
Specialty Food Stores	4452	\$4,990,805	\$3,702,966	\$1,287,839	14.8	6
Beer, Wine & Liquor Stores	4453	\$7,018,307	\$1,092,111	\$5,926,196	73.1	2
Health & Personal Care Stores	446,4461	\$38,670,407	\$27,267,738	\$11,402,669	17.3	19
Gasoline Stations	447,4471	\$60,798,471	\$18,690,080	\$42,108,391	53.0	3
Clothing & Clothing Accessories Stores	448	\$33,194,871	\$16,823,573	\$16,371,298	32.7	24
Clothing Stores	4481	\$22,227,848	\$9,845,472	\$12,382,376	38.6	14
Shoe Stores	4482	\$4,773,383	\$4,459,525	\$313,858	3.4	7
Jewelry, Luggage & Leather Goods Stores	4483	\$6,193,640	\$2,518,576	\$3,675,064	42.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$15,946,699	\$36,453,989	-\$20,507,290	-39.1	29
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,229,191	\$30,815,364	-\$17,586,173	-39.9	26
Book, Periodical & Music Stores	4512	\$2,717,508	\$5,638,625	-\$2,921,117	-35.0	3
General Merchandise Stores	452	\$102,977,164	\$193,481,325	-\$90,504,161	-30.5	10
Department Stores Excluding Leased Depts.	4521	\$73,943,276	\$108,996,646	-\$35,053,370	-19.2	7
Other General Merchandise Stores	4529	\$29,033,888	\$84,484,679	-\$55,450,791	-48.8	3
Miscellaneous Store Retailers	453	\$21,290,955	\$34,328,119	-\$13,037,164	-23.4	57
Florists	4531	\$1,562,832	\$3,282,180	-\$1,719,348	-35.5	8
Office Supplies, Stationery & Gift Stores	4532	\$3,902,346	\$7,092,863	-\$3,190,517	-29.0	15
Used Merchandise Stores	4533	\$2,107,210	\$10,506,450	-\$8,399,240	-66.6	11
Other Miscellaneous Store Retailers	4539	\$13,718,567	\$13,446,626	\$271,941	1.0	23
Nonstore Retailers	454	\$16,425,657	\$3,236,328	\$13,189,329	67.1	3
Electronic Shopping & Mail-Order Houses	4541	\$12,990,528	\$2,783,965	\$10,206,563	64.7	1
Vending Machine Operators	4542	\$450,058	\$275,894	\$174,164	24.0	1
Direct Selling Establishments	4543	\$2,985,071	\$176,469	\$2,808,602	88.8	1
Food Services & Drinking Places	722	\$67,651,850	\$88,163,053	-\$20,511,203	-13.2	112
Special Food Services	7223	\$1,657,681	\$1,038,880	\$618,801	22.9	2
Drinking Places - Alcoholic Beverages	7224	\$2,207,693	\$2,117,611	\$90,082	2.1	5
Restaurants/Other Eating Places	7225	\$63,786,476	\$85,006,562	-\$21,220,086	-14.3	105

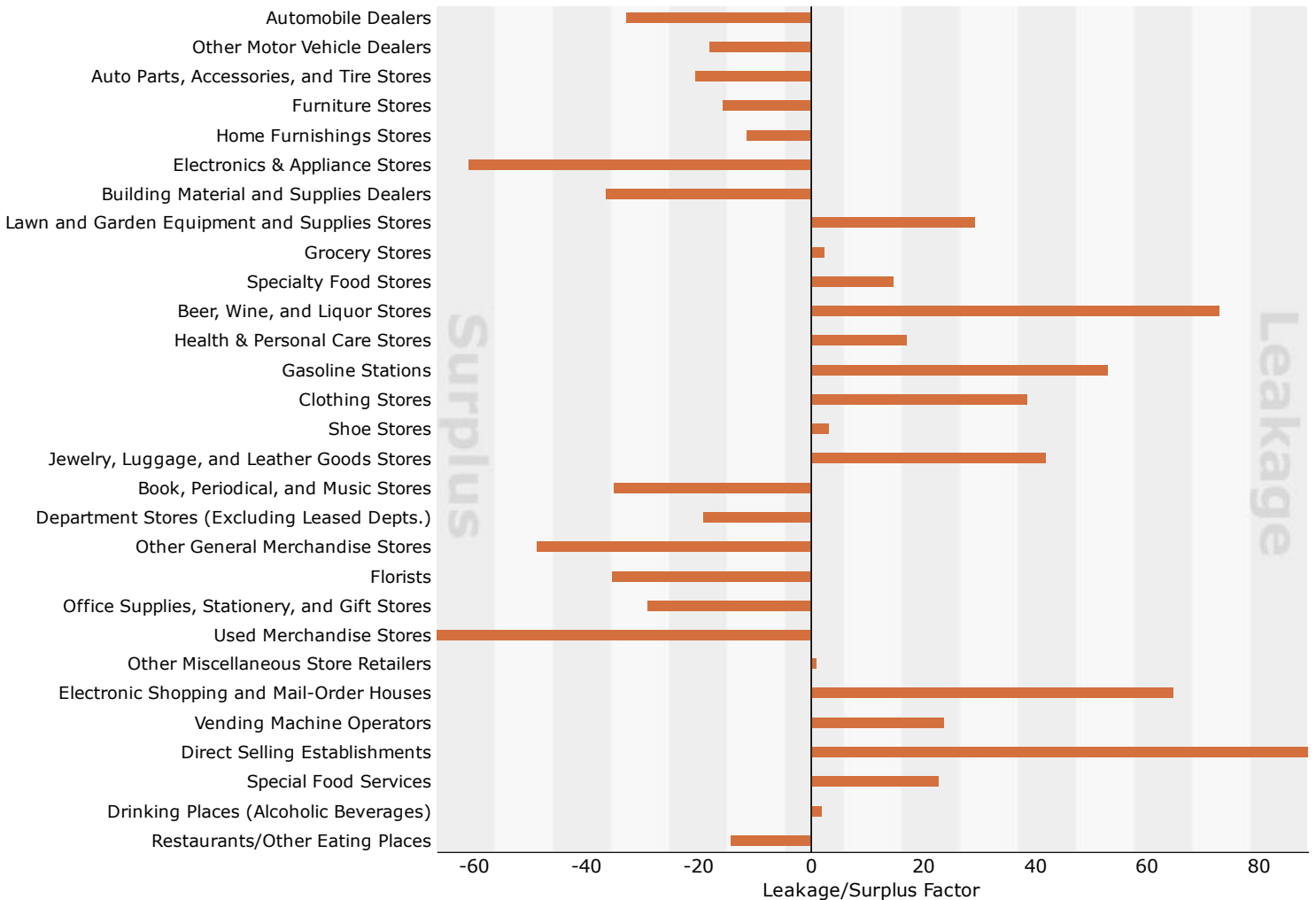
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Soccer Moms (4A)	25.4%	Population	40,354	40,244
Savvy Suburbanites (1D)	12.8%	Households	14,410	14,409
Home Improvement (4B)	12.6%	Families	10,565	10,518
Parks and Rec (5C)	10.7%	Median Age	38.1	39.1
Bright Young Professionals (8C)	9.9%	Median Household Income	\$81,393	\$88,365
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		124	\$2,681.57	\$38,641,355
Men's		124	\$523.94	\$7,549,996
Women's		123	\$911.25	\$13,131,156
Children's		122	\$410.10	\$5,909,487
Footwear		124	\$575.01	\$8,285,823
Watches & Jewelry		129	\$153.60	\$2,213,337
Apparel Products and Services (1)		132	\$107.67	\$1,551,557
Computer				
Computers and Hardware for Home Use		125	\$215.92	\$3,111,424
Portable Memory		122	\$6.48	\$93,379
Computer Software		126	\$14.49	\$208,752
Computer Accessories		125	\$22.63	\$326,097
Entertainment & Recreation		123	\$3,833.31	\$55,238,003
Fees and Admissions		134	\$851.84	\$12,274,966
Membership Fees for Clubs (2)		134	\$281.83	\$4,061,173
Fees for Participant Sports, excl. Trips		135	\$133.89	\$1,929,390
Tickets to Theatre/Operas/Concerts		131	\$77.82	\$1,121,401
Tickets to Movies/Museums/Parks		127	\$97.88	\$1,410,439
Admission to Sporting Events, excl. Trips		133	\$74.39	\$1,072,005
Fees for Recreational Lessons		139	\$185.08	\$2,666,938
Dating Services		117	\$0.95	\$13,619
TV/Video/Audio		117	\$1,499.64	\$21,609,807
Cable and Satellite Television Services		115	\$1,096.90	\$15,806,357
Televisions		122	\$145.68	\$2,099,190
Satellite Dishes		131	\$1.90	\$27,410
VCRs, Video Cameras, and DVD Players		118	\$7.70	\$110,924
Miscellaneous Video Equipment		128	\$12.24	\$176,379
Video Cassettes and DVDs		116	\$17.66	\$254,517
Video Game Hardware/Accessories		117	\$34.30	\$494,214
Video Game Software		116	\$17.92	\$258,207
Streaming/Downloaded Video		120	\$30.67	\$441,913
Rental of Video Cassettes and DVDs		118	\$17.92	\$258,216
Installation of Televisions		146	\$1.30	\$18,785
Audio (3)		125	\$111.00	\$1,599,569
Rental and Repair of TV/Radio/Sound Equipment		110	\$4.45	\$64,127
Pets		120	\$717.02	\$10,332,291
Toys/Games/Crafts/Hobbies (4)		122	\$148.52	\$2,140,191
Recreational Vehicles and Fees (5)		131	\$133.48	\$1,923,500
Sports/Recreation/Exercise Equipment (6)		127	\$217.16	\$3,129,318
Photo Equipment and Supplies (7)		128	\$71.11	\$1,024,659
Reading (8)		121	\$151.96	\$2,189,736
Catered Affairs (9)		140	\$42.58	\$613,534
Food		120	\$10,029.13	\$144,519,742
Food at Home		118	\$5,942.43	\$85,630,429
Bakery and Cereal Products		118	\$782.34	\$11,273,575
Meats, Poultry, Fish, and Eggs		117	\$1,335.59	\$19,245,816
Dairy Products		117	\$625.78	\$9,017,505
Fruits and Vegetables		119	\$1,161.78	\$16,741,211
Snacks and Other Food at Home (10)		118	\$2,036.94	\$29,352,322
Food Away from Home		123	\$4,086.70	\$58,889,314
Alcoholic Beverages		125	\$694.41	\$10,006,415

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	134	\$8,331.69	\$120,059,715
Value of Retirement Plans	134	\$32,537.85	\$468,870,490
Value of Other Financial Assets	119	\$1,549.60	\$22,329,752
Vehicle Loan Amount excluding Interest	117	\$3,197.02	\$46,069,065
Value of Credit Card Debt	126	\$736.83	\$10,617,761
Health			
Nonprescription Drugs	117	\$149.75	\$2,157,901
Prescription Drugs	116	\$450.19	\$6,487,225
Eyeglasses and Contact Lenses	122	\$115.62	\$1,666,033
Home			
Mortgage Payment and Basics (11)	136	\$11,735.37	\$169,106,652
Maintenance and Remodeling Services	133	\$2,585.99	\$37,264,111
Maintenance and Remodeling Materials (12)	127	\$514.64	\$7,415,956
Utilities, Fuel, and Public Services	118	\$5,936.22	\$85,540,983
Household Furnishings and Equipment			
Household Textiles (13)	124	\$118.38	\$1,705,870
Furniture	125	\$713.13	\$10,276,206
Rugs	130	\$30.19	\$434,978
Major Appliances (14)	124	\$396.42	\$5,712,387
Housewares (15)	123	\$116.99	\$1,685,869
Small Appliances	120	\$57.95	\$835,002
Luggage	131	\$15.58	\$224,458
Telephones and Accessories	122	\$84.51	\$1,217,763
Household Operations			
Child Care	132	\$630.07	\$9,079,360
Lawn and Garden (16)	125	\$525.27	\$7,569,171
Moving/Storage/Freight Express	119	\$75.86	\$1,093,103
Housekeeping Supplies (17)	120	\$852.37	\$12,282,611
Insurance			
Owners and Renters Insurance	125	\$643.61	\$9,274,467
Vehicle Insurance	119	\$1,405.55	\$20,253,929
Life/Other Insurance	130	\$555.29	\$8,001,699
Health Insurance	121	\$4,435.42	\$63,914,370
Personal Care Products (18)	122	\$571.71	\$8,238,402
School Books and Supplies (19)	125	\$192.69	\$2,776,628
Smoking Products	103	\$428.75	\$6,178,355
Transportation			
Payments on Vehicles excluding Leases	121	\$2,710.77	\$39,062,142
Gasoline and Motor Oil	117	\$3,246.83	\$46,786,827
Vehicle Maintenance and Repairs	121	\$1,297.37	\$18,695,164
Travel			
Airline Fares	131	\$665.92	\$9,595,860
Lodging on Trips	130	\$680.77	\$9,809,840
Auto/Truck Rental on Trips	129	\$34.12	\$491,600
Food and Drink on Trips	129	\$634.35	\$9,140,946

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Demographic Summary	2017	2022
Population	40,354	40,244
Population 18+	30,526	30,851
Households	14,410	14,409
Median Household Income	\$81,393	\$88,365

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,190	49.8%	104
Bought any women's clothing in last 12 months	13,832	45.3%	104
Bought clothing for child <13 years in last 6 months	8,782	28.8%	105
Bought any shoes in last 12 months	17,359	56.9%	106
Bought costume jewelry in last 12 months	6,154	20.2%	106
Bought any fine jewelry in last 12 months	5,615	18.4%	102
Bought a watch in last 12 months	4,643	15.2%	100
Automobiles (Households)			
HH owns/leases any vehicle	13,163	91.3%	107
HH bought/leased new vehicle last 12 mo	1,877	13.0%	132
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,679	90.7%	107
Bought/changed motor oil in last 12 months	14,731	48.3%	100
Had tune-up in last 12 months	9,376	30.7%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,036	68.9%	104
Drank regular cola in last 6 months	12,389	40.6%	92
Drank beer/ale in last 6 months	14,065	46.1%	109
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,638	25.0%	118
Own digital SLR camera/camcorder	3,214	10.5%	126
Printed digital photos in last 12 months	4,865	15.9%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	11,269	36.9%	102
Have a smartphone	22,934	75.1%	112
Have a smartphone: Android phone (any brand)	9,970	32.7%	102
Have a smartphone: Apple iPhone	11,632	38.1%	124
Number of cell phones in household: 1	3,555	24.7%	77
Number of cell phones in household: 2	5,773	40.1%	106
Number of cell phones in household: 3+	4,762	33.0%	127
HH has cell phone only (no landline telephone)	5,849	40.6%	90
Computers (Households)			
HH owns a computer	12,393	86.0%	113
HH owns desktop computer	7,196	49.9%	117
HH owns laptop/notebook	9,198	63.8%	115
HH owns any Apple/Mac brand computer	2,737	19.0%	123
HH owns any PC/non-Apple brand computer	10,702	74.3%	112
HH purchased most recent computer in a store	6,278	43.6%	117
HH purchased most recent computer online	2,294	15.9%	122
Spent <\$500 on most recent home computer	2,268	15.7%	103
Spent \$500-\$999 on most recent home computer	3,145	21.8%	119
Spent \$1,000-\$1,499 on most recent home computer	1,702	11.8%	130
Spent \$1,500-\$1,999 on most recent home computer	787	5.5%	128
Spent \$2,000+ on most recent home computer	660	4.6%	129

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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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,415	53.8%	108
Bought brewed coffee at convenience store in last 30 days	5,018	16.4%	105
Bought cigarettes at convenience store in last 30 days	3,042	10.0%	82
Bought gas at convenience store in last 30 days	10,586	34.7%	102
Spent at convenience store in last 30 days: <\$20	2,776	9.1%	115
Spent at convenience store in last 30 days: \$20-\$39	3,009	9.9%	108
Spent at convenience store in last 30 days: \$40-\$50	2,250	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	1,374	4.5%	97
Spent at convenience store in last 30 days: \$100+	7,084	23.2%	99
Entertainment (Adults)			
Attended a movie in last 6 months	19,937	65.3%	110
Went to live theater in last 12 months	4,498	14.7%	113
Went to a bar/night club in last 12 months	5,742	18.8%	112
Dined out in last 12 months	15,880	52.0%	115
Gambled at a casino in last 12 months	4,844	15.9%	115
Visited a theme park in last 12 months	6,454	21.1%	118
Viewed movie (video-on-demand) in last 30 days	7,537	24.7%	135
Viewed TV show (video-on-demand) in last 30 days	5,571	18.3%	139
Watched any pay-per-view TV in last 12 months	4,651	15.2%	123
Downloaded a movie over the Internet in last 30 days	2,829	9.3%	112
Downloaded any individual song in last 6 months	7,356	24.1%	114
Watched a movie online in the last 30 days	6,160	20.2%	107
Watched a TV program online in last 30 days	5,634	18.5%	109
Played a video/electronic game (console) in last 12 months	3,063	10.0%	101
Played a video/electronic game (portable) in last 12 months	1,463	4.8%	107
Financial (Adults)			
Have home mortgage (1st)	12,618	41.3%	135
Used ATM/cash machine in last 12 months	17,607	57.7%	116
Own any stock	2,737	9.0%	124
Own U.S. savings bond	1,854	6.1%	118
Own shares in mutual fund (stock)	2,723	8.9%	122
Own shares in mutual fund (bonds)	1,859	6.1%	121
Have interest checking account	10,091	33.1%	122
Have non-interest checking account	9,802	32.1%	109
Have savings account	19,251	63.1%	116
Have 401K retirement savings plan	5,731	18.8%	128
Own/used any credit/debit card in last 12 months	25,238	82.7%	110
Avg monthly credit card expenditures: <\$111	3,970	13.0%	108
Avg monthly credit card expenditures: \$111-\$225	2,312	7.6%	107
Avg monthly credit card expenditures: \$226-\$450	2,381	7.8%	118
Avg monthly credit card expenditures: \$451-\$700	1,892	6.2%	117
Avg monthly credit card expenditures: \$701-\$1,000	1,613	5.3%	114
Avg monthly credit card expenditures: \$1,001+	3,882	12.7%	137
Did banking online in last 12 months	14,061	46.1%	126
Did banking on mobile device in last 12 months	6,666	21.8%	126
Paid bills online in last 12 months	16,502	54.1%	121

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Crystal Lake City, IL 3
 Crystal Lake City, IL (1717887)
 Geography: Place

Crystal Lake - Heather Maieritsch

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,294	71.4%	103
Used bread in last 6 months	13,641	94.7%	101
Used chicken (fresh or frozen) in last 6 months	10,470	72.7%	105
Used turkey (fresh or frozen) in last 6 months	2,473	17.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	8,131	56.4%	103
Used fresh fruit/vegetables in last 6 months	12,751	88.5%	102
Used fresh milk in last 6 months	12,808	88.9%	102
Used organic food in last 6 months	3,206	22.2%	108
Health (Adults)			
Exercise at home 2+ times per week	10,006	32.8%	113
Exercise at club 2+ times per week	5,379	17.6%	132
Visited a doctor in last 12 months	24,334	79.7%	105
Used vitamin/dietary supplement in last 6 months	16,850	55.2%	105
Home (Households)			
Any home improvement in last 12 months	4,768	33.1%	122
Used housekeeper/maid/professional HH cleaning service in last 12	2,233	15.5%	116
Purchased low ticket HH furnishings in last 12 months	2,637	18.3%	112
Purchased big ticket HH furnishings in last 12 months	3,410	23.7%	111
Bought any small kitchen appliance in last 12 months	3,378	23.4%	106
Bought any large kitchen appliance in last 12 months	2,077	14.4%	114
Insurance (Adults/Households)			
Currently carry life insurance	15,241	49.9%	115
Carry medical/hospital/accident insurance	22,864	74.9%	108
Carry homeowner insurance	17,687	57.9%	123
Carry renter's insurance	2,527	8.3%	95
Have auto insurance: 1 vehicle in household covered	3,719	25.8%	83
Have auto insurance: 2 vehicles in household covered	4,880	33.9%	119
Have auto insurance: 3+ vehicles in household covered	4,061	28.2%	130
Pets (Households)			
Household owns any pet	8,778	60.9%	112
Household owns any cat	3,503	24.3%	108
Household owns any dog	6,750	46.8%	113
Psychographics (Adults)			
Buying American is important to me	12,465	40.8%	98
Usually buy items on credit rather than wait	3,734	12.2%	100
Usually buy based on quality - not price	5,640	18.5%	101
Price is usually more important than brand name	7,951	26.0%	98
Usually use coupons for brands I buy often	5,507	18.0%	99
Am interested in how to help the environment	4,695	15.4%	93
Usually pay more for environ safe product	4,016	13.2%	98
Usually value green products over convenience	2,920	9.6%	88
Likely to buy a brand that supports a charity	10,690	35.0%	100
Reading (Adults)			
Bought digital book in last 12 months	5,464	17.9%	126
Bought hardcover book in last 12 months	7,232	23.7%	115
Bought paperback book in last 12 month	10,106	33.1%	111
Read any daily newspaper (paper version)	7,438	24.4%	101
Read any digital newspaper in last 30 days	12,032	39.4%	116
Read any magazine (paper/electronic version) in last 6 months	28,706	94.0%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,384	79.9%	107
Went to family restaurant/steak house: 4+ times a month	9,364	30.7%	112
Went to fast food/drive-in restaurant in last 6 months	28,224	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,001	42.6%	108
Fast food/drive-in last 6 months: eat in	11,485	37.6%	103
Fast food/drive-in last 6 months: home delivery	2,507	8.2%	107
Fast food/drive-in last 6 months: take-out/drive-thru	15,694	51.4%	112
Fast food/drive-in last 6 months: take-out/walk-in	6,931	22.7%	113
Television & Electronics (Adults/Households)			
Own any tablet	12,310	40.3%	120
Own any e-reader	3,336	10.9%	126
Own e-reader/tablet: iPad	7,999	26.2%	127
HH has Internet connectable TV	3,653	25.4%	126
Own any portable MP3 player	10,207	33.4%	120
HH owns 1 TV	2,431	16.9%	81
HH owns 2 TVs	3,699	25.7%	99
HH owns 3 TVs	3,439	23.9%	111
HH owns 4+ TVs	3,255	22.6%	124
HH subscribes to cable TV	7,243	50.3%	105
HH subscribes to fiber optic	1,795	12.5%	156
HH owns portable GPS navigation device	4,707	32.7%	120
HH purchased video game system in last 12 mos	1,189	8.3%	107
HH owns Internet video device for TV	2,011	14.0%	126
Travel (Adults)			
Domestic travel in last 12 months	18,462	60.5%	119
Took 3+ domestic non-business trips in last 12 months	4,406	14.4%	129
Spent on domestic vacations in last 12 months: <\$1,000	3,709	12.2%	117
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,013	6.6%	116
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,311	4.3%	117
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,539	5.0%	133
Spent on domestic vacations in last 12 months: \$3,000+	2,612	8.6%	149
Domestic travel in the 12 months: used general travel website	2,508	8.2%	117
Foreign travel in last 3 years	8,972	29.4%	121
Took 3+ foreign trips by plane in last 3 years	1,566	5.1%	117
Spent on foreign vacations in last 12 months: <\$1,000	1,429	4.7%	110
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,182	3.9%	111
Spent on foreign vacations in last 12 months: \$3,000+	1,913	6.3%	124
Foreign travel in last 3 years: used general travel website	1,972	6.5%	112
Nights spent in hotel/motel in last 12 months: any	15,155	49.6%	120
Took cruise of more than one day in last 3 years	3,017	9.9%	124
Member of any frequent flyer program	6,814	22.3%	137
Member of any hotel rewards program	6,020	19.7%	133

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