



Downtown Downers Grove
1015 Curtiss St
Downers Grove, IL 60515

Site Type: Radius

Latitude: 41.793599
 Longitude: -88.010518
 Radius: 3.0 miles

Demographic Summary	2006	2011
Population	100,937	102,633
Total Number of Adults	76,786	78,865
Households	39,070	39,830
Median Household Income	\$77,819	\$90,393

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel	42,008	54.7%	107
Bought any women's apparel	36,805	47.9%	105
Bought apparel for child <13 in last 6 months	21,872	28.5%	101
Bought any shoes	40,752	53.1%	104
Bought any costume jewelry	16,839	21.9%	115
Bought any fine jewelry	18,917	24.6%	106
Bought a watch	18,490	24.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	35,792	91.6%	106
HH bought new vehicle	6,031	15.4%	135
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	70,167	91.4%	105
Bought/changed motor oil	37,150	48.4%	93
Had tune-up	28,058	36.5%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	45,490	59.2%	112
Drank regular cola in last 6 months	40,064	52.2%	91
Drank beer/ale in last 6 months	36,081	47.0%	110
Cameras & Film (Adults)			
Bought any camera	14,411	18.8%	110
Bought film	36,131	47.1%	113
Computers (Households)			
HH owns a personal computer	30,540	78.2%	120
HH spent <\$500 on home PC	2,355	6.0%	97
HH spent \$500-\$999 on home PC	5,778	14.8%	106
HH spent \$1000-\$1499 on home PC	7,939	20.3%	120
HH spent \$1500-\$1999 on home PC	5,024	12.9%	125
HH spent \$2000-\$2999 on home PC	4,404	11.3%	138
HH spent \$3000+ on home PC	1,685	4.3%	139
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	43,446	56.6%	100
Bought cigarettes at convenience store in last 30 days	8,516	11.1%	77
Bought gas at convenience store in last 30 days	18,344	23.9%	84
Spent at convenience store in last 30 days: <\$20	9,334	12.2%	115
Spent at convenience store in last 30 days: \$20-39	9,315	12.1%	102
Spent at convenience store in last 30 days: \$40+	19,927	26.0%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



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Entertainment (Adults)			
Attended movies in last 6 months	52,861	68.8%	113
Went to live theater	15,733	20.5%	142
Attended a music performance	22,039	28.7%	122
Went to a bar/night club	17,631	23.0%	114
Gambled at a casino	17,136	22.3%	120
Rented 1 pre-recorded video tapes in last 30 days	3,028	3.9%	115
Rented 1 DVD in last 30 days	2,804	3.7%	118
Purchased 1 DVD in last 30 days	4,171	5.4%	110
Spent <\$50 on toys/games	4,530	5.9%	92
Spent \$50-\$99 on toys/games	2,210	2.9%	99
Spent \$100-\$199 on toys/games	5,703	7.4%	104
Spent \$200-\$499 on toys/games	9,383	12.2%	111
Spent \$500+ on toys/games	4,986	6.5%	117
Financial (Adults)			
Have home mortgage (1st)	17,199	22.4%	131
Used ATM/cash machine	43,137	56.2%	120
Own any stock	11,650	15.2%	145
Own shares in mutual fund (stock)	11,269	14.7%	148
Own shares in mutual fund (bond)	6,051	7.9%	149
Own any credit/debit card (in own name)	59,635	77.7%	118
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	53,099	69.2%	101
Used bread in last 6 months	74,740	97.3%	100
Used chicken/turkey (fresh or frozen) in last 6 months	57,315	74.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	39,293	51.2%	106
Used fresh fruit/vegetables in last 6 months	67,198	87.5%	103
Used fresh milk in last 6 months	70,361	91.6%	101
Health (Adults)			
Exercise at home 2+ times per week	25,366	33.0%	117
Exercise at club 2+ times per week	11,143	14.5%	136
Visited a doctor	64,349	83.8%	106
Home (Households)			
HH had any home improvement	14,804	37.9%	120
HH used housekeeper/maid/professional cleaning service	7,874	20.2%	133
HH purchased any HH furnishing	10,180	26.1%	117
HH purchased bedding/bath goods	21,615	55.3%	106
HH purchased cooking/serving product	10,815	27.7%	109
HH bought any kitchen appliance	7,597	19.4%	107
Insurance (Adults)			
Currently carry any life insurance	42,890	55.9%	111
Have medical/hospital/accident insurance	58,617	76.3%	110
Carry homeowner insurance	47,044	61.3%	116
Carry renter insurance	4,002	5.2%	96

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Pets (Households)			
HH owns any pet	16,185	41.4%	104
HH owns any cat	8,419	21.5%	102
HH owns any dog	11,074	28.3%	99
Reading Materials (Adults)			
Bought book	45,251	58.9%	115
Read any daily newspaper	42,457	55.3%	117
Heavy magazine reader	25,834	33.6%	116
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	10,562	13.8%	103
Went to family restaurant/steak house last mo: 2-3 times	16,459	21.4%	107
Went to family restaurant/steak house last mo: 4+ times	21,835	28.4%	114
Went to fast food/drive-in restaurant in last 6 mo	68,352	89.0%	101
Fast food/drive-in last 6 mo: eat in	28,825	37.5%	101
Fast food/drive-in last 6 mo: home delivery	9,390	12.2%	101
Fast food/drive-in last 6 mo: take-out/drive-thru	40,399	52.6%	102
Fast food/drive-in last 6 mo: take-out/walk-in	19,235	25.1%	114
Telephones & Service (Households)			
HH owns in-home cordless telephone	28,925	74.0%	109
HH owns cellular phone	30,434	77.9%	117
HH average monthly long distance phone bill: <\$16	12,484	32.0%	106
HH average monthly long distance phone bill: \$16-25	7,153	18.3%	109
HH average monthly long distance phone bill: \$26-59	6,190	15.8%	113
HH average monthly long distance phone bill: \$60-99	2,299	5.9%	119
HH average monthly long distance phone bill: \$100+	1,057	2.7%	108
Television & Sound Equipment (Households)			
HH owns 1 TV	6,824	17.5%	80
HH owns 2 TVs	10,411	26.6%	95
HH owns 3 TVs	9,255	23.7%	109
HH owns 4+ TVs	9,548	24.4%	128
HH subscribes to cable TV	28,243	72.3%	118
HH purchased audio equipment	3,632	9.3%	109
HH purchased camcorder	1,042	2.7%	109
HH purchased CD player	3,829	9.8%	109
Travel (Adults)			
Domestic travel	50,024	65.1%	120
Took 3+ domestic trips by plane	9,155	11.9%	161
Spent on domestic vacations: \$3000+	4,893	6.4%	159
Foreign travel in last 3 years	26,621	34.7%	144
Took 3+ foreign trips by plane in last 3 years	5,249	6.8%	161
Spent on foreign vacations: \$3000+	4,668	6.1%	163

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