



Retail Marketplace Potential

Macon County, IL (17115)

Geography: County

Demographic Summary		2018	2023
Population		106,699	102,959
Population 18+		84,328	81,477
Households		44,640	43,269
Median Household Income		\$48,306	\$51,858

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	39,486	46.8%	99
Bought any women's clothing in last 12 months	35,125	41.7%	96
Bought clothing for child <13 years in last 6 months	21,753	25.8%	96
Bought any shoes in last 12 months	42,888	50.9%	95
Bought costume jewelry in last 12 months	14,055	16.7%	92
Bought any fine jewelry in last 12 months	14,666	17.4%	97
Bought a watch in last 12 months	12,961	15.4%	97
Automobiles (Households)			
HH owns/leases any vehicle	37,715	84.5%	99
HH bought/leased new vehicle last 12 mo	3,779	8.5%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	72,061	85.5%	100
Bought/changed motor oil in last 12 months	42,114	49.9%	105
Had tune-up in last 12 months	20,221	24.0%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	55,864	66.2%	95
Drank regular cola in last 6 months	39,715	47.1%	106
Drank beer/ale in last 6 months	34,270	40.6%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	9,529	11.3%	97
Own digital SLR camera/camcorder	5,384	6.4%	82
Printed digital photos in last 12 months	17,685	21.0%	90
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,699	35.2%	98
Have a smartphone	62,819	74.5%	93
Have a smartphone: Android phone (any brand)	33,985	40.3%	104
Have a smartphone: Apple iPhone	26,204	31.1%	81
Number of cell phones in household: 1	15,338	34.4%	111
Number of cell phones in household: 2	17,166	38.5%	100
Number of cell phones in household: 3+	10,224	22.9%	83
HH has cell phone only (no landline telephone)	23,884	53.5%	102
Computers (Households)			
HH owns a computer	30,429	68.2%	92
HH owns desktop computer	16,242	36.4%	95
HH owns laptop/notebook	22,609	50.6%	90
HH owns any Apple/Mac brand computer	5,311	11.9%	67
HH owns any PC/non-Apple brand computer	27,022	60.5%	96
HH purchased most recent computer in a store	15,902	35.6%	96
HH purchased most recent computer online	4,941	11.1%	82
Spent <\$500 on most recent home computer	7,384	16.5%	109
Spent \$500-\$999 on most recent home computer	7,584	17.0%	97
Spent \$1,000-\$1,499 on most recent home computer	3,551	8.0%	84
Spent \$1,500-\$1,999 on most recent home computer	1,657	3.7%	80
Spent \$2,000+ on most recent home computer	1,264	2.8%	70

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 2018 and 2023.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	53,967	64.0%	102
Bought brewed coffee at convenience store in last 30 days	11,804	14.0%	104
Bought cigarettes at convenience store in last 30 days	11,535	13.7%	125
Bought gas at convenience store in last 30 days	34,326	40.7%	110
Spent at convenience store in last 30 days: <\$20	5,668	6.7%	93
Spent at convenience store in last 30 days: \$20-\$39	8,205	9.7%	102
Spent at convenience store in last 30 days: \$40-\$50	6,660	7.9%	95
Spent at convenience store in last 30 days: \$51-\$99	5,003	5.9%	106
Spent at convenience store in last 30 days: \$100+	20,744	24.6%	111
Entertainment (Adults)			
Attended a movie in last 6 months	46,443	55.1%	93
Went to live theater in last 12 months	8,155	9.7%	83
Went to a bar/night club in last 12 months	14,393	17.1%	98
Dined out in last 12 months	40,880	48.5%	95
Gambled at a casino in last 12 months	10,423	12.4%	95
Visited a theme park in last 12 months	12,257	14.5%	77
Viewed movie (video-on-demand) in last 30 days	12,932	15.3%	84
Viewed TV show (video-on-demand) in last 30 days	10,349	12.3%	88
Watched any pay-per-view TV in last 12 months	7,432	8.8%	80
Downloaded a movie over the Internet in last 30 days	6,399	7.6%	84
Downloaded any individual song in last 6 months	14,230	16.9%	84
Watched a movie online in the last 30 days	16,606	19.7%	82
Watched a TV program online in last 30 days	12,162	14.4%	80
Played a video/electronic game (console) in last 12 months	8,359	9.9%	109
Played a video/electronic game (portable) in last 12 months	4,355	5.2%	100
Financial (Adults)			
Have home mortgage (1st)	24,660	29.2%	92
Used ATM/cash machine in last 12 months	40,743	48.3%	91
Own any stock	5,027	6.0%	82
Own U.S. savings bond	4,054	4.8%	100
Own shares in mutual fund (stock)	5,271	6.3%	91
Own shares in mutual fund (bonds)	3,689	4.4%	92
Have interest checking account	24,003	28.5%	97
Have non-interest checking account	24,855	29.5%	100
Have savings account	46,394	55.0%	94
Have 401K retirement savings plan	12,002	14.2%	92
Own/used any credit/debit card in last 12 months	63,988	75.9%	95
Avg monthly credit card expenditures: <\$111	11,085	13.1%	109
Avg monthly credit card expenditures: \$111-\$225	6,338	7.5%	105
Avg monthly credit card expenditures: \$226-\$450	5,399	6.4%	95
Avg monthly credit card expenditures: \$451-\$700	4,592	5.4%	88
Avg monthly credit card expenditures: \$701-\$1,000	4,093	4.9%	83
Avg monthly credit card expenditures: \$1,001+	6,703	7.9%	73
Did banking online in last 12 months	28,525	33.8%	86
Did banking on mobile device in last 12 months	16,542	19.6%	83
Paid bills online in last 12 months	36,646	43.5%	88

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	31,209	69.9%	102
Used bread in last 6 months	42,043	94.2%	101
Used chicken (fresh or frozen) in last 6 months	30,050	67.3%	98
Used turkey (fresh or frozen) in last 6 months	7,146	16.0%	105
Used fish/seafood (fresh or frozen) in last 6 months	23,406	52.4%	96
Used fresh fruit/vegetables in last 6 months	38,112	85.4%	98
Used fresh milk in last 6 months	38,631	86.5%	101
Used organic food in last 6 months	8,078	18.1%	77
Health (Adults)			
Exercise at home 2+ times per week	21,229	25.2%	90
Exercise at club 2+ times per week	9,617	11.4%	79
Visited a doctor in last 12 months	64,489	76.5%	99
Used vitamin/dietary supplement in last 6 months	43,788	51.9%	96
Home (Households)			
Any home improvement in last 12 months	12,513	28.0%	101
Used housekeeper/maid/professional HH cleaning service in last 12	4,791	10.7%	77
Purchased low ticket HH furnishings in last 12 months	7,097	15.9%	95
Purchased big ticket HH furnishings in last 12 months	9,313	20.9%	95
Bought any small kitchen appliance in last 12 months	9,348	20.9%	93
Bought any large kitchen appliance in last 12 months	6,287	14.1%	100
Insurance (Adults/Households)			
Currently carry life insurance	39,009	46.3%	104
Carry medical/hospital/accident insurance	61,672	73.1%	98
Carry homeowner insurance	40,773	48.4%	102
Carry renter's insurance	6,762	8.0%	93
Have auto insurance: 1 vehicle in household covered	14,057	31.5%	103
Have auto insurance: 2 vehicles in household covered	12,053	27.0%	94
Have auto insurance: 3+ vehicles in household covered	10,062	22.5%	99
Pets (Households)			
Household owns any pet	25,560	57.3%	105
Household owns any cat	11,809	26.5%	115
Household owns any dog	19,325	43.3%	104
Psychographics (Adults)			
Buying American is important to me	38,053	45.1%	111
Usually buy items on credit rather than wait	10,287	12.2%	93
Usually buy based on quality - not price	16,270	19.3%	100
Price is usually more important than brand name	25,009	29.7%	106
Usually use coupons for brands I buy often	16,654	19.7%	110
Am interested in how to help the environment	13,824	16.4%	90
Usually pay more for environ safe product	11,178	13.3%	93
Usually value green products over convenience	8,924	10.6%	93
Likely to buy a brand that supports a charity	28,739	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	8,693	10.3%	77
Bought hardcover book in last 12 months	15,273	18.1%	91
Bought paperback book in last 12 month	21,931	26.0%	90
Read any daily newspaper (paper version)	20,603	24.4%	118
Read any digital newspaper in last 30 days	28,722	34.1%	91
Read any magazine (paper/electronic version) in last 6 months	75,793	89.9%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	63,166	74.9%	99
Went to family restaurant/steak house: 4+ times a month	22,473	26.6%	99
Went to fast food/drive-in restaurant in last 6 months	76,482	90.7%	100
Went to fast food/drive-in restaurant 9+ times/mo	33,679	39.9%	101
Fast food/drive-in last 6 months: eat in	31,289	37.1%	101
Fast food/drive-in last 6 months: home delivery	6,598	7.8%	93
Fast food/drive-in last 6 months: take-out/drive-thru	41,604	49.3%	104
Fast food/drive-in last 6 months: take-out/walk-in	16,764	19.9%	94
Television & Electronics (Adults/Households)			
Own any tablet	34,917	41.4%	91
Own any e-reader	5,156	6.1%	82
Own e-reader/tablet: iPad	18,408	21.8%	82
HH has Internet connectable TV	10,481	23.5%	91
Own any portable MP3 player	15,560	18.5%	86
HH owns 1 TV	8,826	19.8%	94
HH owns 2 TVs	12,046	27.0%	100
HH owns 3 TVs	9,933	22.3%	106
HH owns 4+ TVs	8,076	18.1%	102
HH subscribes to cable TV	19,761	44.3%	99
HH subscribes to fiber optic	2,366	5.3%	67
HH owns portable GPS navigation device	11,115	24.9%	100
HH purchased video game system in last 12 mos	3,017	6.8%	79
HH owns any Internet video device for TV	7,472	16.7%	82
Travel (Adults)			
Domestic travel in last 12 months	38,504	45.7%	88
Took 3+ domestic non-business trips in last 12 months	8,211	9.7%	82
Spent on domestic vacations in last 12 months: <\$1,000	8,754	10.4%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,755	5.6%	94
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,989	3.5%	90
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,678	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	4,259	5.1%	80
Domestic travel in the 12 months: used general travel website	4,488	5.3%	77
Foreign travel in last 3 years	15,214	18.0%	68
Took 3+ foreign trips by plane in last 3 years	2,364	2.8%	58
Spent on foreign vacations in last 12 months: <\$1,000	2,865	3.4%	73
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,144	2.5%	67
Spent on foreign vacations in last 12 months: \$3,000+	3,310	3.9%	66
Foreign travel in last 3 years: used general travel website	3,056	3.6%	60
Nights spent in hotel/motel in last 12 months: any	32,467	38.5%	88
Took cruise of more than one day in last 3 years	5,719	6.8%	79
Member of any frequent flyer program	9,264	11.0%	63
Member of any hotel rewards program	11,606	13.8%	82

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