



Retail Marketplace Potential

Macon County, IL (17115)

Geography: County

Demographic Summary		2019	2024
Population		106,433	103,034
Population 18+		84,232	81,684
Households		44,574	43,343
Median Household Income		\$52,638	\$56,467

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	39,152	46.5%	98
Bought any women's clothing in last 12 months	34,869	41.4%	97
Bought clothing for child <13 years in last 6 months	21,518	25.5%	96
Bought any shoes in last 12 months	42,889	50.9%	97
Bought costume jewelry in last 12 months	13,108	15.6%	89
Bought any fine jewelry in last 12 months	14,862	17.6%	99
Bought a watch in last 12 months	12,601	15.0%	97
Automobiles (Households)			
HH owns/leases any vehicle	37,576	84.3%	99
HH bought/leased new vehicle last 12 months	4,112	9.2%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	71,923	85.4%	100
Bought/changed motor oil in last 12 months	41,519	49.3%	104
Had tune-up in last 12 months	19,632	23.3%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	57,627	68.4%	95
Drank regular cola in last 6 months	39,721	47.2%	106
Drank beer/ale in last 6 months	33,402	39.7%	94
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,072	9.6%	96
Own digital SLR camera/camcorder	5,461	6.5%	82
Printed digital photos in last 12 months	17,358	20.6%	90
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,358	34.9%	101
Have a smartphone	66,943	79.5%	95
Have a smartphone: Android phone (any brand)	36,942	43.9%	108
Have a smartphone: Apple iPhone	28,549	33.9%	81
Number of cell phones in household: 1	15,213	34.1%	112
Number of cell phones in household: 2	16,982	38.1%	98
Number of cell phones in household: 3+	10,776	24.2%	86
HH has cell phone only (no landline telephone)	25,254	56.7%	101
Computers (Households)			
HH owns a computer	30,175	67.7%	92
HH owns desktop computer	15,696	35.2%	95
HH owns laptop/notebook	22,814	51.2%	90
HH owns any Apple/Mac brand computer	5,611	12.6%	70
HH owns any PC/non-Apple brand computer	26,346	59.1%	96
HH purchased most recent computer in a store	15,528	34.8%	96
HH purchased most recent computer online	5,185	11.6%	86
Spent <\$1-499 on most recent home computer	7,227	16.2%	110
Spent \$500-\$999 on most recent home computer	7,245	16.3%	97
Spent \$1,000-\$1,499 on most recent home computer	3,393	7.6%	79
Spent \$1,500-\$1,999 on most recent home computer	1,546	3.5%	78
Spent \$2,000+ on most recent home computer	1,310	2.9%	74

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 2019 and 2024.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	55,532	65.9%	104
Bought brewed coffee at convenience store in last 30 days	12,070	14.3%	103
Bought cigarettes at convenience store in last 30 days	11,509	13.7%	126
Bought gas at convenience store in last 30 days	35,094	41.7%	112
Spent at convenience store in last 30 days: <\$1-19	5,457	6.5%	94
Spent at convenience store in last 30 days: \$20-\$39	8,284	9.8%	104
Spent at convenience store in last 30 days: \$40-\$50	7,249	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	5,025	6.0%	108
Spent at convenience store in last 30 days: \$100+	20,683	24.6%	110
Entertainment (Adults)			
Attended a movie in last 6 months	45,863	54.4%	93
Went to live theater in last 12 months	7,705	9.1%	83
Went to a bar/night club in last 12 months	14,063	16.7%	97
Dined out in last 12 months	42,020	49.9%	96
Gambled at a casino in last 12 months	9,968	11.8%	90
Visited a theme park in last 12 months	12,859	15.3%	81
Viewed movie (video-on-demand) in last 30 days	12,209	14.5%	83
Viewed TV show (video-on-demand) in last 30 days	9,500	11.3%	89
Watched any pay-per-view TV in last 12 months	7,112	8.4%	86
Downloaded a movie over the Internet in last 30 days	6,709	8.0%	83
Downloaded any individual song in last 6 months	13,870	16.5%	86
Watched a movie online in the last 30 days	18,917	22.5%	83
Watched a TV program online in last 30 days	13,037	15.5%	81
Played a video/electronic game (console) in last 12 months	7,962	9.5%	107
Played a video/electronic game (portable) in last 12 months	3,680	4.4%	93
Financial (Adults)			
Have home mortgage (1st)	24,237	28.8%	93
Used ATM/cash machine in last 12 months	41,025	48.7%	92
Own any stock	5,404	6.4%	90
Own U.S. savings bond	3,510	4.2%	96
Own shares in mutual fund (stock)	4,957	5.9%	82
Own shares in mutual fund (bonds)	3,488	4.1%	87
Have interest checking account	22,995	27.3%	95
Have non-interest checking account	25,150	29.9%	102
Have savings account	45,708	54.3%	95
Have 401K retirement savings plan	12,435	14.8%	92
Own/used any credit/debit card in last 12 months	64,166	76.2%	96
Avg monthly credit card expenditures: <\$1-110	10,414	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	6,452	7.7%	104
Avg monthly credit card expenditures: \$226-\$450	5,268	6.3%	92
Avg monthly credit card expenditures: \$451-\$700	4,300	5.1%	83
Avg monthly credit card expenditures: \$701-\$1,000	3,994	4.7%	85
Avg monthly credit card expenditures: \$1,001+	7,245	8.6%	74
Did banking online in last 12 months	28,597	34.0%	87
Did banking on mobile device in last 12 months	18,621	22.1%	85
Paid bills online in last 12 months	38,258	45.4%	91

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	31,391	70.4%	102
Used bread in last 6 months	41,957	94.1%	101
Used chicken (fresh or frozen) in last 6 months	30,392	68.2%	98
Used turkey (fresh or frozen) in last 6 months	7,217	16.2%	108
Used fish/seafood (fresh or frozen) in last 6 months	23,482	52.7%	95
Used fresh fruit/vegetables in last 6 months	37,408	83.9%	98
Used fresh milk in last 6 months	38,939	87.4%	102
Used organic food in last 6 months	7,876	17.7%	74
Health (Adults)			
Exercise at home 2+ times per week	21,566	25.6%	93
Exercise at club 2+ times per week	9,696	11.5%	80
Visited a doctor in last 12 months	64,707	76.8%	100
Used vitamin/dietary supplement in last 6 months	43,624	51.8%	96
Home (Households)			
Did any home improvement in last 12 months	12,519	28.1%	102
Used any housekeeper/professional cleaning service in last 12 months	4,935	11.1%	76
Purchased low ticket HH furnishings in last 12 months	7,197	16.1%	94
Purchased big ticket HH furnishings in last 12 months	9,363	21.0%	94
Bought any small kitchen appliance in last 12 months	9,635	21.6%	97
Bought any large kitchen appliance in last 12 months	6,169	13.8%	99
Insurance (Adults/Households)			
Currently carry life insurance	38,750	46.0%	104
Carry medical/hospital/accident insurance	62,590	74.3%	99
Carry homeowner insurance	40,688	48.3%	102
Carry renter's insurance	6,838	8.1%	95
Have auto insurance: 1 vehicle in household covered	13,925	31.2%	101
Have auto insurance: 2 vehicles in household covered	11,904	26.7%	94
Have auto insurance: 3+ vehicles in household covered	10,704	24.0%	105
Pets (Households)			
Household owns any pet	25,221	56.6%	104
Household owns any cat	11,456	25.7%	113
Household owns any dog	19,209	43.1%	103
Psychographics (Adults)			
Buying American is important to me	36,934	43.8%	112
Usually buy items on credit rather than wait	10,717	12.7%	97
Usually buy based on quality - not price	15,648	18.6%	98
Price is usually more important than brand name	24,044	28.5%	104
Usually use coupons for brands I buy often	15,439	18.3%	106
Am interested in how to help the environment	14,076	16.7%	86
Usually pay more for environ safe product	11,265	13.4%	94
Usually value green products over convenience	9,007	10.7%	95
Likely to buy a brand that supports a charity	29,902	35.5%	101
Reading (Adults)			
Bought digital book in last 12 months	8,936	10.6%	82
Bought hardcover book in last 12 months	15,309	18.2%	91
Bought paperback book in last 12 month	21,350	25.3%	89
Read any daily newspaper (paper version)	18,591	22.1%	120
Read any digital newspaper in last 30 days	30,534	36.2%	91
Read any magazine (paper/electronic version) in last 6 months	75,931	90.1%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	62,616	74.3%	99
Went to family restaurant/steak house: 4+ times a month	22,726	27.0%	102
Went to fast food/drive-in restaurant in last 6 months	77,237	91.7%	101
Went to fast food/drive-in restaurant 9+ times/month	33,515	39.8%	101
Fast food restaurant last 6 months: eat in	31,451	37.3%	100
Fast food restaurant last 6 months: home delivery	6,794	8.1%	93
Fast food restaurant last 6 months: take-out/drive-thru	41,301	49.0%	105
Fast food restaurant last 6 months: take-out/walk-in	17,051	20.2%	97
Television & Electronics (Adults/Households)			
Own any tablet	37,139	44.1%	92
Own any e-reader	5,556	6.6%	79
Own e-reader/tablet: iPad	19,211	22.8%	81
HH has Internet connectable TV	12,020	27.0%	94
Own any portable MP3 player	14,253	16.9%	91
HH owns 1 TV	8,858	19.9%	95
HH owns 2 TVs	12,079	27.1%	101
HH owns 3 TVs	9,732	21.8%	104
HH owns 4+ TVs	7,933	17.8%	102
HH subscribes to cable TV	19,041	42.7%	98
HH subscribes to fiber optic	2,085	4.7%	66
HH owns portable GPS navigation device	10,492	23.5%	103
HH purchased video game system in last 12 months	2,740	6.1%	75
HH owns any Internet video device for TV	8,957	20.1%	84
Travel (Adults)			
Took domestic trip in continental US last 12 months	39,382	46.8%	89
Took 3+ domestic non-business trips in last 12 months	8,294	9.8%	83
Spent on domestic vacations in last 12 months: <\$1-999	8,840	10.5%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,807	5.7%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,025	3.6%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,184	3.8%	91
Spent on domestic vacations in last 12 months: \$3,000+	4,786	5.7%	88
Domestic travel in last 12 months: used general travel website	4,631	5.5%	81
Took foreign trip (including Alaska and Hawaii) in last 3 years	16,270	19.3%	70
Took 3+ foreign trips by plane in last 3 years	2,713	3.2%	59
Spent on foreign vacations in last 12 months: <\$1-999	2,928	3.5%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,539	3.0%	75
Spent on foreign vacations in last 12 months: \$3,000+	3,647	4.3%	69
Foreign travel in last 3 years: used general travel website	3,058	3.6%	63
Nights spent in hotel/motel in last 12 months: any	33,613	39.9%	90
Took cruise of more than one day in last 3 years	6,084	7.2%	81
Member of any frequent flyer program	9,984	11.9%	66
Member of any hotel rewards program	12,714	15.1%	84

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