

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

	Evenosted Number of	Donasant of	
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	МР
Apparel (Adults)	Addits of fills	Addits/IIIIs	MILE
Bought any men's clothing in last 12 months	39,152	46.5%	9
Bought any women's clothing in last 12 months	34,869	41.4%	9
Bought clothing for child <13 years in last 6 months	21,518	25.5%	9
Bought any shoes in last 12 months	42,889	50.9%	9
Bought costume jewelry in last 12 months	•	15.6%	8
Bought any fine jewelry in last 12 months	13,108 14,862		9
Bought a watch in last 12 months	12,601	17.6% 15.0%	9
A to contribute (the contribute)			
Automobiles (Households) HH owns/leases any vehicle	37,576	84.3%	g
HH bought/leased new vehicle last 12 months	4,112	9.2%	9
Automotive Afternoonlest (Adulta)			
Automotive Aftermarket (Adults)	71 022	OF 40/	1.0
Bought gasoline in last 6 months	71,923	85.4%	10
Bought/changed motor oil in last 12 months	41,519	49.3%	10
Had tune-up in last 12 months	19,632	23.3%	Ċ
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	57,627	68.4%	9
Drank regular cola in last 6 months	39,721	47.2%	1
Drank beer/ale in last 6 months	33,402	39.7%	
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,072	9.6%	
Own digital SLR camera/camcorder	5,461	6.5%	
Printed digital photos in last 12 months	17,358	20.6%	!
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,358	34.9%	1
Have a smartphone	66,943	79.5%	
Have a smartphone: Android phone (any brand)	36,942	43.9%	1
Have a smartphone: Apple iPhone	28,549	33.9%	
Number of cell phones in household: 1	15,213	34.1%	1:
Number of cell phones in household: 2	16,982	38.1%	g
Number of cell phones in household: 3+	10,776	24.2%	
HH has cell phone only (no landline telephone)	25,254	56.7%	10
Computers (Households)			
HH owns a computer	30,175	67.7%	9
HH owns desktop computer	15,696	35.2%	
HH owns laptop/notebook	22,814	51.2%	
HH owns any Apple/Mac brand computer	5,611	12.6%	
HH owns any PC/non-Apple brand computer	26,346	59.1%	9
HH purchased most recent computer in a store	15,528	34.8%	
HH purchased most recent computer online	5,185	11.6%	
Spent <\$1-499 on most recent home computer	7,227	16.2%	1
Spent \$500-\$999 on most recent home computer	7,245	16.3%	_
Spent \$1,000-\$1,499 on most recent home computer	3,393	7.6%	
Spent \$1,500-\$1,999 on most recent home computer	1,546	3.5%	
Spent \$2,000+ on most recent home computer	1,310	2.9%	-

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

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MP
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	31,391	70.4%	10
Used bread in last 6 months	41,957	94.1%	10
Used chicken (fresh or frozen) in last 6 months	30,392	68.2%	9
Used turkey (fresh or frozen) in last 6 months	7,217	16.2%	10
Used fish/seafood (fresh or frozen) in last 6 months	23,482	52.7%	9
Used fresh fruit/vegetables in last 6 months	37,408	83.9%	ç
Used fresh milk in last 6 months	38,939	87.4%	10
Used organic food in last 6 months	7,876	17.7%	7
Health (Adults)			
Exercise at home 2+ times per week	21,566	25.6%	
Exercise at club 2+ times per week	9,696	11.5%	;
Visited a doctor in last 12 months	64,707	76.8%	10
Used vitamin/dietary supplement in last 6 months	43,624	51.8%	_
Home (Households)			
Did any home improvement in last 12 months	12,519	28.1%	1
Used any housekeeper/professional cleaning service in last 12 months	4,935	11.1%	1
Purchased low ticket HH furnishings in last 12 months	7,197	16.1%	
Purchased by ticket HH furnishings in last 12 months	9,363	21.0%	
Bought any small kitchen appliance in last 12 months	9,635	21.6%	
Bought any large kitchen appliance in last 12 months	6,169	13.8%	
Insurance (Adults/Households)	20.752	46.004	
Currently carry life insurance	38,750	46.0%	1
Carry medical/hospital/accident insurance	62,590	74.3%	
Carry homeowner insurance	40,688	48.3%	1
Carry renter's insurance	6,838	8.1%	9
Have auto insurance: 1 vehicle in household covered	13,925	31.2%	10
Have auto insurance: 2 vehicles in household covered	11,904	26.7%	9
Have auto insurance: 3+ vehicles in household covered	10,704	24.0%	1
Pets (Households)			
Household owns any pet	25,221	56.6%	1
Household owns any cat	11,456	25.7%	1
Household owns any dog	19,209	43.1%	1
Psychographics (Adults)			
Buying American is important to me	36,934	43.8%	1
Usually buy items on credit rather than wait	10,717	12.7%	
Usually buy based on quality - not price	15,648	18.6%	
Price is usually more important than brand name	24,044	28.5%	1
Usually use coupons for brands I buy often	15,439	18.3%	1
Am interested in how to help the environment	14,076	16.7%	
· · · · · · · · · · · · · · · · · · ·			
Usually pay more for environ safe product	11,265	13.4%	
Usually value green products over convenience	9,007	10.7%	
Likely to buy a brand that supports a charity	29,902	35.5%	1
Reading (Adults)			
Bought digital book in last 12 months	8,936	10.6%	
Bought hardcover book in last 12 months	15,309	18.2%	
Bought paperback book in last 12 month	21,350	25.3%	
Read any daily newspaper (paper version)	18,591	22.1%	1
Read any digital newspaper in last 30 days	30,534	36.2%	
Read any magazine (paper/electronic version) in last 6 months	75,931	90.1%	

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Next to family restaurant/steak house in last 6 months	Del 1/0 de Dels de	Expected Number of	Percent of	
Went to family restaurant/steak house: 4+ times a months	•	Adults or HHs	Adults/HHs	MP
Went to family restaurant/steak house: 4+ times a month 22,726 27,0% 1 Went to fast food/drive-in restaurant in last 6 months 77,237 91,7% 1 Went to fast food/drive-in restaurant 1 last 6 months: 33,515 38.8% 1 Fast food restaurant last 6 months: born delivery 6,794 8.1% 1 Fast food restaurant last 6 months: take-out/drive-thru 41,301 49.0% 1 Fast food restaurant last 6 months: take-out/walk-in 17,051 20.2% Television & Electronics (Adults/Households) Television & Electronics (Adults/Households) Own any tablet 37,139 44.1% Own any e-reader 5,556 6.6% Own e-reader/bablet: Pad 19,211 22.8% HH has Internet connectable TV 12,020 27.0% Own any portable MP3 player 14,253 16.9% HH owns 2 TV 12,079 27.1% 1 HH owns 2 TV 12,079 27.1% 1 HH owns 2 TV 19,041 42,27% HH subscribes to fiber optic 2,085 </td <td>• •</td> <td></td> <td></td> <td>_</td>	• •			_
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Went to fast fool/drive-in restaurant 9+ times/month 33,515 39,8% 1 Fast food restaurant last 6 months: eat in 31,451 37,3% 1 Fast food restaurant last 6 months: home delivery 6,794 8,1% Fast food restaurant last 6 months: take-out/drive-thru 41,301 49,0% 1 Fast food restaurant last 6 months: take-out/walk-in 17,051 20,2% Fast food restaurant last 6 months: take-out/walk-in 17,051 20,2% Fast food restaurant last 6 months: take-out/walk-in 17,051 20,2% Fast food restaurant last 6 months: take-out/walk-in 37,139 44.1% Own any tablet 37,139 44.1% Own any e-reader 5,556 6,6% Own e-reader/tablet: iPad 19,211 22,8% 14.1% Hit as Internet connectable TV 12,020 27,0% Own any portable MP3 player 14,253 16,9% 14.1% Hit owns 1 TV 8,858 19,9% 14.19 14.19 14.253 16,9% 14.19		· ·		10
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Fast food restaurant last 6 months: home delivery				10
Fast food restaurant last 6 months: take-out/drive-thru				10
Fast food restaurant last 6 months: take-out/walk-in	•	,		9
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Own any tablet 37,139 44.1% Own any e-reader 5,556 6.6% Own e-reader/tablet: iPad 19,211 22.8% HH has Internet connectable TV 12,020 27.0% Own any portable MP3 player 14,253 16.9% HH owns 1 TV 8,858 19,9% HH owns 2 TVs 12,079 27.1% 1 HH owns 3 TVs 9,732 21.8% 1 HH owns 4+ TVs 7,933 17.8% 1 HH subscribes to cable TV 19,041 42.7% HH subscribes to fiber optic 2,085 4.7% HH owns portable GPS navigation device 10,492 22.5% 1 HH owns portable GPS navigation device 10,492 22.5% 1 HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) 2,740 6.1% 6.8% Took domestic trip in continental US last 12 months 8,957 20.1% Travel (Adults) Took domestic vacations in last 12 months: <\$1.000-\$1,499	Fast food restaurant last 6 months: take-out/walk-in	17,051	20.2%	Ğ
Own any e-reader 5,556 6.6% Own e-reader/tablet: iPad 19,211 22.8% HH has Internet connectable TV 12,020 27.0% Own any portable MP3 player 14,253 16.9% HH owns 1 TV 8,858 19.9% HH owns 2 TVs 12,079 27.1% 1 HH owns 3 TVs 9,732 21.8% 1 HH owns 4+ TVs 7,933 17.8% 1 HH subscribes to cable TV 19,041 42.7% 1 HH subscribes to fiber optic 2,085 4.7% 1 HH owns portable GPS navigation device 10,492 23.5% 1 HH owns portable GPS navigation device 10,492 23.5% 1 HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took at domestic vacations in last 12 months: <1-999	Television & Electronics (Adults/Households)			
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HH has Internet connectable TV Own any portable MP3 player 14,253 16,996 HH owns 1 TV 8,858 19,996 HH owns 2 TVs 12,079 27,1% 11,079 27,1% 11 HH owns 3 TVS 9,732 21,886 11 HH owns 4+ TVS 19,041 42,776 HH subscribes to cable TV 19,041 14,276 HH subscribes to fiber optic 2,085 4,776 HH owns portable GPS navigation device 10,492 23,556 11 HH purchased video game system in last 12 months HH owns any Internet video device for TV 8,957 20,1% Travel (Adults) Took domestic trip in continental US last 12 months Spent on domestic vacations in last 12 months: <\$1,909\$ 8,840 10,596 Spent on domestic vacations in last 12 months: \$1,500-\$1,499 8,840 Spent on domestic vacations in last 12 months: \$1,500-\$1,499 3,025 Spent on domestic vacations in last 12 months: \$1,500-\$2,999 3,184 3,896 Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5,776 Domestic travel in last 12 months: \$3,000+ 1000 Spent on domestic vacations in last 12 months: \$3,000+ 2,740 Spent on domestic vacations in last 12 months: \$1,500-\$2,999 3,184 3,896 Spent on domestic vacations in last 12 months: \$1,500-\$2,999 3,184 3,896 Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5,776 Domestic travel in last 12 months: \$3,000+ 1000 Spent on foreign vacations in last 12 months: \$1,500-\$2,999 2,928 3,596 Spent on foreign vacations in last 12 months: \$1,500-\$2,999 3,184 3,896 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4,396 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4,396 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4,396 Spent on foreign vacations in last 12 months: \$3,000+ 5,000 Spent on foreign vacations in last 12 months: \$3,000+ 6,000 Spent on foreign vacations in last 12 months: \$3,000+ 7,000 Spent on foreign vacations in last 12 months: \$3,000+ 8,000 Spent on foreign vacations in last 12 months: \$3,000+ 8,000 Spent on foreign vacations in last 12 months: \$3,000+ 8,000 Spent on foreign vacations in last 12 months: \$3,000+ 8,000 Spent on foreign vacations in last 12 months: \$3,000+ 8,000	Own any e-reader	5,556	6.6%	7
Own any portable MP3 player 14,253 16.9% HH owns 1 TV 8,858 19,9% HH owns 2 TVs 12,079 27.1% 1 HH owns 3 TVs 9,732 21.8% 1 HH owns 4+ TVs 7,933 17.8% 1 HH subscribes to cable TV 19,041 42.7% HH subscribes to fiber optic 2,085 4.7% HH owns portable GPS navigation device 10,492 23.5% 1 HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took domestic trip in continental US last 12 months: \$1,900-\$1,499 8,840 10.5% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5,7% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 3,025 3,6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5,7% Domestic travel in last	Own e-reader/tablet: iPad	19,211	22.8%	8
HH owns 1 TV	HH has Internet connectable TV	12,020	27.0%	ġ
HH owns 2 TVs 12,079 27.1% 1 HH owns 3 TVs 9,732 21.8% 1 HH owns 4 TVs 7,933 17.8% 1 HH owns 4 tVs 7,933 17.8% 1 HH subscribes to cable TV 19,041 42.7% HH subscribes to fiber optic 2,085 4.7% 1 HH owns portable GPS navigation device 10,492 23.5% 1 HH purchased video game system in last 12 months 2,740 6.1% 1 HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months 8,294 9.8% 5 Spent on domestic vacations in last 12 months: \$1,909 8,840 10.5% 5 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 8,840 10.5% 5 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,025 3.6% 5 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% 5 Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5.7% 5 Domestic travel in last 12 months: \$3,000+ 4,786 5.7% 5 Took 3+ foreign trips by plane in last 3 years 2,713 3.2% 5 Spent on foreign vacations in last 12 months: \$1+99 2,928 3.5% 5 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,928 3.5% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 5 Spent on foreign vacations in last 12 months: \$4,0	Own any portable MP3 player	14,253	16.9%	g
HH owns 3 TVs HH owns 4+ TVs 7,933 17.8% 11 HH subscribes to cable TV HH subscribes to fiber optic 2,085 HH owns portable GPS navigation device 10,492 23.5% 11 HH purchased video game system in last 12 months 2,740 6.1% HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,999 3,025 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: \$1,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$3,000+ Domestic travel in last 12 months: used general travel website 4,631 5,5% Took foreign trip (including Alaska and Hawaii) in last 3 years 16,270 19,3% Took 3+ foreign trips by plane in last 3 years 2,713 3,2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,539 3,0% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,539 3,0% Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website 3,058 Nights spent in hotel/motel in last 12 months: \$3,000+ Foreign travel in last 3 years 4,084 Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years 6,084 Member of any frequent flyer program 9,984 11.9%	HH owns 1 TV	8,858	19.9%	Ġ
HH owns 4+ TVs 7,933 17.8% 1 HH subscribes to cable TV 19,041 42.7% HH subscribes to fiber optic 2,085 4.7% HH owns portable GPS navigation device 10,492 23.5% 1 HH owns portable GPS navigation device 10,492 23.5% 1 HH purchased video game system in last 12 months 2,740 6.1% HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took 3+ domestic non-business trips in last 12 months 8,294 9.8% Spent on domestic vacations in last 12 months: <\$1-999 8,840 10.5% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5.7% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5.7% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on foreign trips by plane in last 3 years 16,270 19,3% Took 3+ foreign trips by plane in last 3 years 2,713 3.2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,928 3.5% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,928 3.5% Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% Foreign travel in last 3 years: used general travel website 3,058 3.66% Nights spent in hotel/motel in last 12 months: \$3,000+ 3,647 4.3% Foreign travel in last 3 years: used general travel website 3,058 3.66% Nights spent in hotel/motel in last 12 months: any 33,613 39,9% Took cruise of more than one day in last 3 years 6,084 7.2% Member of any frequent flyer program	HH owns 2 TVs	12,079	27.1%	10
HH subscribes to cable TV HH subscribes to fiber optic 2,085 4,7% HH subscribes to fiber optic 2,085 4,7% HH owns portable GPS navigation device 10,492 23.5% 11 HP purchased video game system in last 12 months 2,740 6,1% HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took 3+ domestic non-business trips in last 12 months 8,294 9,8% Spent on domestic vacations in last 12 months: <\$1-999 8,840 10.5% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5,7% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 3,025 3,6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3,8% Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5,7% Domestic travel in last 12 months: used general travel website 4,631 5,5% Took of foreign trip (including Alaska and Hawaii) in last 3 years 16,270 19,3% Took 3+ foreign trips by plane in last 3 years 16,270 19,3% Spent on foreign vacations in last 12 months: <\$1-999 2,928 3,5% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,539 3,0% Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4,3% Foreign travel in last 3 years: used general travel website 3,058 3,667 Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4,3% Foreign travel in last 3 years: used general travel website 3,058 3,668 Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years 6,084 7,2% Member of any frequent flyer program	HH owns 3 TVs	9,732	21.8%	10
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HH owns portable GPS navigation device 11,492 23.5% 1 HH purchased video game system in last 12 months 2,740 6.1% HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took 3+ domestic non-business trips in last 12 months 8,294 9.8% Spent on domestic vacations in last 12 months: \$1,999 8,840 10.5% Spent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5.7% Spent on domestic vacations in last 12 months: \$1,500-\$1,999 3,025 3.6% Spent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% Spent on domestic vacations in last 12 months: \$3,000+ 4,786 5.7% Domestic travel in last 12 months: used general travel website 4,631 5.5% Took foreign trips by plane in last 3 years 16,270 19.3% Took 3+ foreign trips by plane in last 3 years 2,713 3.2% Spent on foreign vacations in last 12 months: \$1,000-\$2,999 2,539 3.0% Spent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% Foreign travel in last 3 years used general travel website 3,058 3.6% Nights spent in hotel/motel in last 12 months: any 33,613 39.9% Took cruise of more than one day in last 3 years 6,084 7.2% Member of any frequent flyer program 9,984 11.9%	HH subscribes to cable TV	19,041	42.7%	9
HH purchased video game system in last 12 months 2,740 6.1% HH owns any Internet video device for TV 8,957 20.1% Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% 700k 3+ domestic non-business trips in last 12 months 8,294 9.8% 89ent on domestic vacations in last 12 months: <\$1-999 8,840 10.5% 89ent on domestic vacations in last 12 months: \$1,000-\$1,499 4,807 5.7% 89ent on domestic vacations in last 12 months: \$1,500-\$1,999 3,025 3.6% 89ent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% 89ent on domestic vacations in last 12 months: \$2,000-\$2,999 3,184 3.8% 89ent on domestic vacations in last 12 months: \$3,000+ 4,786 5.7% 99ent on domestic vacations in last 12 months: \$3,000+ 4,631 5.5% 99ent on foreign trip (including Alaska and Hawaii) in last 3 years 16,270 19.3% 99ent on foreign vacations in last 12 months: <\$1-999 2,928 3.5% 99ent on foreign vacations in last 12 months: \$1,000-\$2,999 2,539 3.0% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,647 4.3% 99ent on foreign vacations in last 12 months: \$3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000+ 3,000	HH subscribes to fiber optic	2,085	4.7%	(
Travel (Adults) 8,957 20.1% Took domestic trip in continental US last 12 months 39,382 46.8% Took 3+ domestic non-business trips in last 12 months 8,294 9.8% Spent on domestic vacations in last 12 months: <\$1-999	HH owns portable GPS navigation device	10,492	23.5%	10
Travel (Adults) Took domestic trip in continental US last 12 months 39,382 46.8% Took 3+ domestic non-business trips in last 12 months 8,294 9.8% Spent on domestic vacations in last 12 months: <\$1-999	HH purchased video game system in last 12 months	2,740	6.1%	•
Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: <\$1-999 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ Took foreign trip (including Alaska and Hawaii) in last 3 years Took a+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1,900-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years Member of any frequent flyer program	HH owns any Internet video device for TV	8,957	20.1%	;
Took domestic trip in continental US last 12 months Took 3+ domestic non-business trips in last 12 months Spent on domestic vacations in last 12 months: <\$1-999 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,000-\$1,499 Spent on domestic vacations in last 12 months: \$1,500-\$1,999 Spent on domestic vacations in last 12 months: \$2,000-\$2,999 Spent on domestic vacations in last 12 months: \$3,000+ Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ A,786 Spent on domestic vacations in last 12 months: \$3,000+ Took foreign trip (including Alaska and Hawaii) in last 3 years Took a+ foreign trips by plane in last 3 years Spent on foreign vacations in last 12 months: \$1,900-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$1,000-\$2,999 Spent on foreign vacations in last 12 months: \$3,000+ Foreign travel in last 3 years: used general travel website Nights spent in hotel/motel in last 12 months: any Took cruise of more than one day in last 3 years Member of any frequent flyer program	Travel (Adults)			
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Spent on domestic vacations in last 12 months: \$1,500-\$1,9993,0253.6%Spent on domestic vacations in last 12 months: \$2,000-\$2,9993,1843.8%Spent on domestic vacations in last 12 months: \$3,000+4,7865.7%Domestic travel in last 12 months: used general travel website4,6315.5%Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Spent on domestic vacations in last 12 months: <\$1-999		10.5%	g
Spent on domestic vacations in last 12 months: \$1,500-\$1,9993,0253.6%Spent on domestic vacations in last 12 months: \$2,000-\$2,9993,1843.8%Spent on domestic vacations in last 12 months: \$3,000+4,7865.7%Domestic travel in last 12 months: used general travel website4,6315.5%Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,807	5.7%	g
Spent on domestic vacations in last 12 months: \$2,000-\$2,9993,1843.8%Spent on domestic vacations in last 12 months: \$3,000+4,7865.7%Domestic travel in last 12 months: used general travel website4,6315.5%Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999				;
Spent on domestic vacations in last 12 months: \$3,000+4,7865.7%Domestic travel in last 12 months: used general travel website4,6315.5%Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,184	3.8%	9
Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Spent on domestic vacations in last 12 months: \$3,000+		5.7%	8
Took foreign trip (including Alaska and Hawaii) in last 3 years16,27019.3%Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Domestic travel in last 12 months: used general travel website	4,631	5.5%	;
Took 3+ foreign trips by plane in last 3 years2,7133.2%Spent on foreign vacations in last 12 months: <\$1-999	Took foreign trip (including Alaska and Hawaii) in last 3 years		19.3%	•
Spent on foreign vacations in last 12 months: \$1,000-\$2,9992,5393.0%Spent on foreign vacations in last 12 months: \$3,000+3,6474.3%Foreign travel in last 3 years: used general travel website3,0583.6%Nights spent in hotel/motel in last 12 months: any33,61339.9%Took cruise of more than one day in last 3 years6,0847.2%Member of any frequent flyer program9,98411.9%	Took 3+ foreign trips by plane in last 3 years	2,713	3.2%	
Spent on foreign vacations in last 12 months: \$1,000-\$2,9992,5393.0%Spent on foreign vacations in last 12 months: \$3,000+3,6474.3%Foreign travel in last 3 years: used general travel website3,0583.6%Nights spent in hotel/motel in last 12 months: any33,61339.9%Took cruise of more than one day in last 3 years6,0847.2%Member of any frequent flyer program9,98411.9%	Spent on foreign vacations in last 12 months: <\$1-999	2,928	3.5%	
Spent on foreign vacations in last 12 months: \$3,000+3,6474.3%Foreign travel in last 3 years: used general travel website3,0583.6%Nights spent in hotel/motel in last 12 months: any33,61339.9%Took cruise of more than one day in last 3 years6,0847.2%Member of any frequent flyer program9,98411.9%	Spent on foreign vacations in last 12 months: \$1,000-\$2,999		3.0%	
Foreign travel in last 3 years: used general travel website 3,058 3.6% Nights spent in hotel/motel in last 12 months: any 33,613 39.9% Took cruise of more than one day in last 3 years 6,084 7.2% Member of any frequent flyer program 9,984 11.9%				
Nights spent in hotel/motel in last 12 months: any33,61339.9%Took cruise of more than one day in last 3 years6,0847.2%Member of any frequent flyer program9,98411.9%	· · · · · · · · · · · · · · · · · · ·			
Took cruise of more than one day in last 3 years 6,084 7.2% Member of any frequent flyer program 9,984 11.9%				
Member of any frequent flyer program 9,984 11.9%				8
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	Member of any hotel rewards program	12,714	15.1%	8

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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