



Retail Marketplace Potential

Macon County, IL (17115)

Geography: County

Demographic Summary		2020	2025
Population		106,108	102,478
Population 18+		84,129	81,394
Households		44,673	43,351
Median Household Income		\$50,775	\$53,014

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	40,553	48.2%	100
Bought any women's clothing in last 12 months	36,112	42.9%	98
Bought clothing for child <13 years in last 6 months	20,960	24.9%	95
Bought any shoes in last 12 months	43,274	51.4%	98
Bought costume jewelry in last 12 months	13,032	15.5%	91
Bought any fine jewelry in last 12 months	14,864	17.7%	98
Bought a watch in last 12 months	12,258	14.6%	95
Automobiles (Households)			
HH owns/leases any vehicle	38,105	85.3%	100
HH bought/leased new vehicle last 12 months	3,958	8.9%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	72,123	85.7%	101
Bought/changed motor oil in last 12 months	40,836	48.5%	104
Had tune-up in last 12 months	19,884	23.6%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	57,624	68.5%	95
Drank regular cola in last 6 months	38,552	45.8%	105
Drank beer/ale in last 6 months	33,302	39.6%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	7,198	8.6%	101
Own digital SLR camera/camcorder	5,455	6.5%	85
Printed digital photos in last 12 months	17,306	20.6%	94
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	28,575	34.0%	101
Have a smartphone	70,534	83.8%	96
Have a smartphone: Android phone (any brand)	38,725	46.0%	112
Have a smartphone: Apple iPhone	30,494	36.2%	81
Number of cell phones in household: 1	15,027	33.6%	111
Number of cell phones in household: 2	16,747	37.5%	98
Number of cell phones in household: 3+	11,485	25.7%	89
HH has cell phone only (no landline telephone)	26,844	60.1%	99
Computers (Households)			
HH owns a computer	30,596	68.5%	93
HH owns desktop computer	14,851	33.2%	95
HH owns laptop/notebook	23,494	52.6%	92
HH owns any Apple/Mac brand computer	6,080	13.6%	71
HH owns any PC/non-Apple brand computer	26,404	59.1%	98
HH purchased most recent computer in a store	15,505	34.7%	98
HH purchased most recent computer online	5,319	11.9%	84
HH spent \$1-\$499 on most recent home computer	7,335	16.4%	112
HH spent \$500-\$999 on most recent home computer	6,947	15.6%	97
HH spent \$1,000-\$1,499 on most recent home computer	3,520	7.9%	81
HH spent \$1,500-\$1,999 on most recent home computer	1,573	3.5%	79
HH spent \$2,000+ on most recent home computer	1,396	3.1%	77

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 2020 and 2025.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	54,808	65.1%	105
Bought brewed coffee at convenience store in last 30 days	11,450	13.6%	103
Bought cigarettes at convenience store in last 30 days	10,734	12.8%	122
Bought gas at convenience store in last 30 days	35,322	42.0%	113
Spent at convenience store in last 30 days: \$1-19	5,202	6.2%	92
Spent at convenience store in last 30 days: \$20-\$39	7,957	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	7,043	8.4%	105
Spent at convenience store in last 30 days: \$51-\$99	5,363	6.4%	117
Spent at convenience store in last 30 days: \$100+	20,762	24.7%	109
Entertainment (Adults)			
Attended a movie in last 6 months	45,423	54.0%	92
Went to live theater in last 12 months	8,024	9.5%	84
Went to a bar/night club in last 12 months	13,634	16.2%	96
Dined out in last 12 months	41,946	49.9%	98
Gambled at a casino in last 12 months	10,793	12.8%	94
Visited a theme park in last 12 months	12,698	15.1%	81
Viewed movie (video-on-demand) in last 30 days	11,732	13.9%	84
Viewed TV show (video-on-demand) in last 30 days	8,752	10.4%	89
Watched any pay-per-view TV in last 12 months	6,894	8.2%	93
Downloaded a movie over the Internet in last 30 days	6,887	8.2%	81
Downloaded any individual song in last 6 months	14,349	17.1%	91
Watched a movie online in the last 30 days	21,671	25.8%	86
Watched a TV program online in last 30 days	14,542	17.3%	85
Played a video/electronic game (console) in last 12 months	8,147	9.7%	107
Played a video/electronic game (portable) in last 12 months	3,547	4.2%	98
Financial (Adults)			
Have home mortgage (1st)	24,749	29.4%	96
Used ATM/cash machine in last 12 months	41,910	49.8%	95
Own any stock	5,752	6.8%	97
Own U.S. savings bond	3,494	4.2%	99
Own shares in mutual fund (stock)	5,734	6.8%	96
Own shares in mutual fund (bonds)	3,834	4.6%	96
Have interest checking account	24,015	28.5%	100
Have non-interest checking account	24,308	28.9%	100
Have savings account	45,920	54.6%	96
Have 401K retirement savings plan	13,272	15.8%	98
Own/used any credit/debit card in last 12 months	65,839	78.3%	98
Avg monthly credit card expenditures: \$1-110	10,515	12.5%	110
Avg monthly credit card expenditures: \$111-\$225	6,177	7.3%	102
Avg monthly credit card expenditures: \$226-\$450	5,524	6.6%	95
Avg monthly credit card expenditures: \$451-\$700	4,567	5.4%	88
Avg monthly credit card expenditures: \$701-\$1,000	4,470	5.3%	91
Avg monthly credit card expenditures: \$1,001+	8,379	10.0%	81
Did banking online in last 12 months	30,275	36.0%	92
Did banking on mobile device in last 12 months	21,269	25.3%	89
Paid bills online in last 12 months	40,481	48.1%	94

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	31,700	71.0%	104
HH used bread in last 6 months	42,141	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	30,282	67.8%	100
HH used turkey (fresh or frozen) in last 6 months	7,282	16.3%	109
HH used fish/seafood (fresh or frozen) in last 6 months	23,545	52.7%	96
HH used fresh fruit/vegetables in last 6 months	36,756	82.3%	98
HH used fresh milk in last 6 months	38,897	87.1%	103
HH used organic food in last 6 months	8,271	18.5%	77
Health (Adults)			
Exercise at home 2+ times per week	22,008	26.2%	96
Exercise at club 2+ times per week	9,559	11.4%	80
Visited a doctor in last 12 months	64,520	76.7%	101
Used vitamin/dietary supplement in last 6 months	42,854	50.9%	95
Home (Households)			
HH did any home improvement in last 12 months	12,490	28.0%	102
HH used any maid/professional cleaning service in last 12 months	5,078	11.4%	76
HH purchased low ticket HH furnishings in last 12 months	7,424	16.6%	95
HH purchased big ticket HH furnishings in last 12 months	9,629	21.6%	95
HH bought any small kitchen appliance in last 12 months	9,713	21.7%	96
HH bought any large kitchen appliance in last 12 months	5,883	13.2%	100
Insurance (Adults/Households)			
Currently carry life insurance	38,189	45.4%	105
Carry medical/hospital/accident insurance	63,354	75.3%	102
Carry homeowner insurance	41,163	48.9%	106
Carry renter's insurance	6,771	8.0%	93
HH has auto insurance: 1 vehicle in household covered	13,378	29.9%	99
HH has auto insurance: 2 vehicles in household covered	11,729	26.3%	95
HH has auto insurance: 3+ vehicles in household covered	10,922	24.4%	109
Pets (Households)			
Household owns any pet	25,049	56.1%	104
Household owns any cat	11,334	25.4%	111
Household owns any dog	19,294	43.2%	105
Psychographics (Adults)			
Buying American is important to me	35,181	41.8%	114
Usually buy items on credit rather than wait	10,673	12.7%	94
Usually buy based on quality - not price	14,632	17.4%	95
Price is usually more important than brand name	24,393	29.0%	103
Usually use coupons for brands I buy often	13,341	15.9%	99
Am interested in how to help the environment	14,291	17.0%	86
Usually pay more for environ safe product	11,914	14.2%	96
Usually value green products over convenience	9,007	10.7%	94
Likely to buy a brand that supports a charity	30,200	35.9%	100
Reading (Adults)			
Bought digital book in last 12 months	9,126	10.8%	83
Bought hardcover book in last 12 months	15,208	18.1%	90
Bought paperback book in last 12 month	21,311	25.3%	90
Read any daily newspaper (paper version)	15,881	18.9%	119
Read any digital newspaper in last 30 days	31,845	37.9%	92
Read any magazine (paper/electronic version) in last 6 months	75,615	89.9%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	62,052	73.8%	100
Went to family restaurant/steak house: 4+ times a month	22,930	27.3%	104
Went to fast food/drive-in restaurant in last 6 months	76,784	91.3%	101
Went to fast food/drive-in restaurant 9+ times/month	33,847	40.2%	103
Fast food restaurant last 6 months: eat in	30,371	36.1%	101
Fast food restaurant last 6 months: home delivery	6,782	8.1%	95
Fast food restaurant last 6 months: take-out/drive-thru	40,623	48.3%	105
Fast food restaurant last 6 months: take-out/walk-in	17,151	20.4%	98
Television & Electronics (Adults/Households)			
Own any tablet	38,494	45.8%	91
Own any e-reader	7,017	8.3%	86
Own e-reader/tablet: iPad	19,314	23.0%	78
HH has Internet connectable TV	13,803	30.9%	97
Own any portable MP3 player	13,132	15.6%	98
HH owns 1 TV	9,030	20.2%	95
HH owns 2 TVs	12,038	26.9%	102
HH owns 3 TVs	9,577	21.4%	102
HH owns 4+ TVs	7,834	17.5%	104
HH subscribes to cable TV	18,102	40.5%	98
HH subscribes to fiber optic	1,767	4.0%	62
HH owns portable GPS navigation device	9,742	21.8%	107
HH purchased video game system in last 12 months	2,760	6.2%	73
HH owns any Internet video device for TV	11,055	24.7%	89
Travel (Adults)			
Took domestic trip in continental US last 12 months	40,233	47.8%	91
Took 3+ domestic non-business trips in last 12 months	9,144	10.9%	91
Spent on domestic vacations in last 12 months: \$1-999	8,397	10.0%	92
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,678	5.6%	89
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,808	3.3%	86
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,567	4.2%	96
Spent on domestic vacations in last 12 months: \$3,000+	4,997	5.9%	93
Domestic travel in last 12 months: used general travel website	4,321	5.1%	78
Took foreign trip (including Alaska and Hawaii) in last 3 years	16,830	20.0%	69
Took 3+ foreign trips by plane in last 3 years	3,054	3.6%	62
Spent on foreign vacations in last 12 months: \$1-999	2,938	3.5%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,720	3.2%	75
Spent on foreign vacations in last 12 months: \$3,000+	3,866	4.6%	69
Foreign travel in last 3 years: used general travel website	3,148	3.7%	64
Nights spent in hotel/motel in last 12 months: any	34,736	41.3%	92
Took cruise of more than one day in last 3 years	5,931	7.0%	77
Member of any frequent flyer program	11,396	13.5%	73
Member of any hotel rewards program	13,623	16.2%	85

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