



# Retail Marketplace Potential

Macon County, IL (17115)  
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 Geography: County

Demographic Summary		2021	2026
Population		105,740	101,988
Population 18+		83,984	81,080
Households		44,588	43,207
Median Household Income		\$50,967	\$54,660

  

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	41,141	49.0%	100
Bought any women's clothing in last 12 months	37,521	44.7%	99
Bought any shoes in last 12 months	43,584	51.9%	97
Bought costume jewelry in last 12 months	13,077	15.6%	97
Bought any fine jewelry in last 12 months	14,921	17.8%	97
Bought a watch in last 12 months	11,664	13.9%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	38,328	86.0%	100
HH bought/leased new vehicle last 12 months	3,754	8.4%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	72,085	85.8%	100
Bought/changed motor oil in last 12 months	39,799	47.4%	104
Had tune-up in last 12 months	19,371	23.1%	96
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	57,322	68.3%	96
Drank non-diet (regular) in last 6 months	37,391	44.5%	106
Drank beer/ale in last 6 months	33,599	40.0%	97
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	7,043	8.4%	104
Own digital SLR camera/camcorder	5,889	7.0%	88
Printed digital photos in last 12 months	17,076	20.3%	92
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	27,328	32.5%	101
Have a smartphone	72,851	86.7%	97
Have a smartphone: Android phone (any brand)	38,055	45.3%	111
Have a smartphone: Apple iPhone	33,691	40.1%	83
Number of cell phones in household: 1	14,505	32.5%	108
Number of cell phones in household: 2	17,036	38.2%	100
Number of cell phones in household: 3+	11,835	26.5%	89
HH has cell phone only (no landline telephone)	28,310	63.5%	98
<b>Computers (Households)</b>			
HH owns a computer	31,261	70.1%	94
HH owns desktop computer	14,479	32.5%	93
HH owns laptop/notebook	24,220	54.3%	92
HH owns any Apple/Mac brand computer	6,550	14.7%	73
HH owns any PC/non-Apple brand computer	26,648	59.8%	98
HH purchased most recent computer in a store	15,303	34.3%	98
HH purchased most recent computer online	6,110	13.7%	87
HH spent \$1-\$499 on most recent home computer	7,116	16.0%	112
HH spent \$500-\$999 on most recent home computer	6,994	15.7%	95
HH spent \$1,000-\$1,499 on most recent home computer	4,071	9.1%	89
HH spent \$1,500-\$1,999 on most recent home computer	1,886	4.2%	85
HH spent \$2,000+ on most recent home computer	1,565	3.5%	80

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2021 and 2026.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	54,238	64.6%	105
Bought brewed coffee at convenience store in last 30 days	10,437	12.4%	99
Bought cigarettes at convenience store in last 30 days	9,551	11.4%	124
Bought gas at convenience store in last 30 days	35,170	41.9%	114
Spent at convenience store in last 30 days: \$1-19	5,536	6.6%	95
Spent at convenience store in last 30 days: \$20-\$39	8,081	9.6%	103
Spent at convenience store in last 30 days: \$40-\$50	6,765	8.1%	99
Spent at convenience store in last 30 days: \$51-\$99	5,300	6.3%	114
Spent at convenience store in last 30 days: \$100+	20,440	24.3%	111
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	45,954	54.7%	92
Went to live theater in last 12 months	9,104	10.8%	88
Went to a bar/night club in last 12 months	13,868	16.5%	93
Dined out in last 12 months	42,178	50.2%	99
Gambled at a casino in last 12 months	11,065	13.2%	100
Visited a theme park in last 12 months	12,310	14.7%	79
Viewed movie (video-on-demand) in last 30 days	11,094	13.2%	88
Viewed TV show (video-on-demand) in last 30 days	7,626	9.1%	89
Watched any pay-per-view TV in last 12 months	5,489	6.5%	88
Downloaded a movie over the Internet in last 30 days	6,675	7.9%	85
Downloaded any individual song in last 6 months	14,132	16.8%	91
Used internet to watch a movie online in the last 30 days	24,216	28.8%	89
Used internet to watch a TV program online in last 30 days	16,162	19.2%	91
Played a video/electronic game (console) in last 12 months	8,374	10.0%	105
Played a video/electronic game (portable) in last 12 months	4,032	4.8%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	25,527	30.4%	93
Used ATM/cash machine in last 12 months	43,020	51.2%	95
Own any stock	6,273	7.5%	90
Own U.S. savings bond	4,701	5.6%	115
Own shares in mutual fund (stock)	6,638	7.9%	98
Own shares in mutual fund (bonds)	4,308	5.1%	98
Have interest checking account	25,900	30.8%	103
Have non-interest checking account	24,357	29.0%	94
Have savings account	48,094	57.3%	96
Have 401K retirement savings plan	14,760	17.6%	101
Own/used any credit/debit card in last 12 months	67,729	80.6%	98
Avg monthly credit card expenditures: \$1-110	10,553	12.6%	111
Avg monthly credit card expenditures: \$111-\$225	6,022	7.2%	98
Avg monthly credit card expenditures: \$226-\$450	6,350	7.6%	103
Avg monthly credit card expenditures: \$451-\$700	5,195	6.2%	91
Avg monthly credit card expenditures: \$701-\$1,000	5,050	6.0%	95
Avg monthly credit card expenditures: \$1001-2000	5,805	6.9%	87
Avg monthly credit card expenditures: \$2001+	4,541	5.4%	79
Did banking online in last 12 months	33,076	39.4%	91
Did banking on mobile device in last 12 months	24,175	28.8%	90
Paid bills online in last 12 months	42,639	50.8%	93

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<b>Grocery (Adults)</b>			
HH used beef (fresh/frozen) in last 6 months	31,578	70.8%	104
HH used bread in last 6 months	42,151	94.5%	101
HH used chicken (fresh or frozen) in last 6 months	29,091	65.2%	98
HH used turkey (fresh or frozen) in last 6 months	6,653	14.9%	107
HH used fish/seafood (fresh or frozen) in last 6 months	23,502	52.7%	96
HH used fresh fruit/vegetables in last 6 months	36,888	82.7%	98
HH used fresh milk in last 6 months	38,043	85.3%	103
HH used organic food in last 6 months	8,330	18.7%	78
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	23,547	28.0%	94
Exercise at club 2+ times per week	9,383	11.2%	78
Visited a doctor in last 12 months	65,178	77.6%	101
Used vitamin/dietary supplement in last 6 months	43,253	51.5%	94
<b>Home (Households)</b>			
HH did any home improvement in last 12 months	13,024	29.2%	102
HH used any maid/professional cleaning service in last 12 months	5,419	12.2%	79
HH purchased low ticket HH furnishings in last 12 months	7,963	17.9%	99
HH purchased big ticket HH furnishings in last 12 months	10,004	22.4%	97
HH bought any small kitchen appliance in last 12 months	9,571	21.5%	92
HH bought any large kitchen appliance in last 12 months	5,896	13.2%	99
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	38,986	46.4%	105
Carry medical/hospital/accident insurance	64,016	76.2%	102
Carry homeowner/personal property insurance	42,500	50.6%	104
Carry renter's insurance	7,145	8.5%	92
HH has auto insurance: 1 vehicle in household covered	12,457	27.9%	96
HH has auto insurance: 2 vehicles in household covered	12,254	27.5%	99
HH has auto insurance: 3+ vehicles in household covered	10,415	23.4%	102
<b>Pets (Households)</b>			
Household owns any pet	25,221	56.6%	107
Household owns any cat	11,850	26.6%	115
Household owns any dog	19,266	43.2%	107
<b>Psychographics (Adults)</b>			
Buying American is important to me	34,042	40.5%	112
Usually buy items on credit rather than wait	10,490	12.5%	92
Usually buy based on quality - not price	14,708	17.5%	93
Price is usually more important than brand name	25,793	30.7%	105
Usually use coupons for brands I buy often	13,061	15.6%	99
Am interested in how to help the environment	15,569	18.5%	89
Usually pay more for environ safe product	11,453	13.6%	91
Usually value green products over convenience	8,749	10.4%	90
Likely to buy a brand that supports a charity	29,306	34.9%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	10,250	12.2%	86
Bought hardcover book in last 12 months	16,222	19.3%	93
Bought paperback book in last 12 month	21,922	26.1%	92
Read any daily newspaper (paper version)	14,005	16.7%	114
Read any digital newspaper in last 30 days	33,525	39.9%	89
Read any magazine (paper/electronic version) in last 6 months	75,242	89.6%	99

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	60,652	72.2%	100
Went to family restaurant/steak house: 4+ times a month	21,418	25.5%	103
Went to fast food/drive-in restaurant in last 6 months	75,917	90.4%	100
Went to fast food/drive-in restaurant 9+ times/month	33,487	39.9%	105
Fast food restaurant last 6 months: eat in	27,208	32.4%	100
Fast food restaurant last 6 months: home delivery	6,543	7.8%	87
Fast food restaurant last 6 months: take-out/drive-thru	42,485	50.6%	106
Fast food restaurant last 6 months: take-out/walk-in	16,767	20.0%	97
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	40,344	48.0%	94
Own any e-reader	7,593	9.0%	88
Own e-reader/tablet: iPad	21,272	25.3%	83
HH has Internet connectable TV	15,952	35.8%	98
Own any portable MP3 player	12,384	14.7%	101
HH owns 1 TV	8,781	19.7%	93
HH owns 2 TVs	12,028	27.0%	102
HH owns 3 TVs	9,771	21.9%	104
HH owns 4+ TVs	8,058	18.1%	103
HH subscribes to cable TV	17,520	39.3%	99
HH subscribes to fiber optic	1,692	3.8%	65
HH owns portable GPS navigation device	9,882	22.2%	115
HH purchased video game system in last 12 months	2,616	5.9%	71
HH owns any Internet video device for TV	13,652	30.6%	92
<b>Travel (Adults)</b>			
Took domestic trip in continental US last 12 months	40,951	48.8%	91
Took 3+ domestic non-business trips in last 12 months	9,667	11.5%	90
Spent on domestic vacations in last 12 months: \$1-999	8,096	9.6%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	5,172	6.2%	95
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,067	3.7%	91
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,636	4.3%	100
Spent on domestic vacations in last 12 months: \$3,000+	5,197	6.2%	87
Domestic travel in last 12 months: used general travel website	4,428	5.3%	79
Took foreign trip (including Alaska and Hawaii) in last 3 years	18,150	21.6%	71
Took 3+ foreign trips by plane in last 3 years	3,777	4.5%	67
Spent on foreign vacations in last 12 months: \$1-999	3,477	4.1%	76
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,713	3.2%	72
Spent on foreign vacations in last 12 months: \$3,000+	4,089	4.9%	68
Foreign travel in last 3 years: used general travel website	3,441	4.1%	65
Nights spent in hotel/motel in last 12 months: any	36,191	43.1%	93
Took cruise of more than one day in last 3 years	6,430	7.7%	79
Member of any frequent flyer program	12,791	15.2%	74
Member of any hotel rewards program	15,221	18.1%	85

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