



Retail Marketplace Potential

Macon County, IL (17115)
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 Geography: County

Demographic Summary	2023	2028
Population	101,870	99,355
Population 18+	80,830	78,986
Households	44,012	43,509
Median Household Income	\$48,529	\$54,796

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	49,424	61.1%	100
Bought Women`s Clothing/12 Mo	41,903	51.8%	100
Bought Shoes/12 Mo	59,680	73.8%	99
Bought Fine Jewelry/12 Mo	16,146	20.0%	97
Bought Watch/12 Mo	10,713	13.3%	96
Automobiles (Households)			
HH Owns or Leases Any Vehicle	40,516	92.1%	101
HH Bought or Leased New Vehicle/12 Mo	4,232	9.6%	95
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	74,184	91.8%	101
Bought or Changed Motor Oil/12 Mo	44,264	54.8%	107
Had Vehicle Tune-Up/12 Mo	19,365	24.0%	97
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	31,569	39.1%	106
Drank Beer or Ale/6 Mo	31,400	38.8%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	9,007	11.1%	101
Own Digital SLR Camera or Camcorder	7,759	9.6%	89
Printed Digital Photos/12 Mo	21,716	26.9%	99
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	28,654	35.4%	101
Have a Smartphone	75,120	92.9%	99
Have Android Phone (Any Brand) Smartphone	35,393	43.8%	113
Have Apple iPhone Smartphone	40,489	50.1%	89
HH Owns 1 Cell Phone	14,613	33.2%	109
HH Owns 2 Cell Phones	17,423	39.6%	101
HH Owns 3+ Cell Phones	11,243	25.5%	89
HH Has Cell Phone Only (No Landline Telephone)	30,534	69.4%	101
Computers (Households)			
HH Owns Computer	36,578	83.1%	97
HH Owns Desktop Computer	17,478	39.7%	99
HH Owns Laptop or Notebook	29,572	67.2%	95
HH Owns Apple/Mac Brand Computer	8,208	18.6%	77
HH Owns PC/Non-Apple Brand Computer	31,696	72.0%	101
HH Purchased Most Recent Home Computer at Store	17,068	38.8%	99
HH Purchased Most Recent Home Computer Online	11,225	25.5%	93
HH Spent \$1-499 on Most Recent Home Computer	7,820	17.8%	112
HH Spent \$500-999 on Most Recent Home Computer	8,963	20.4%	100
HH Spent \$1K-1499 on Most Recent Home Computer	4,582	10.4%	86
HH Spent \$1500-1999 on Most Recent Home Computer	1,736	3.9%	86
HH Spent \$2K+ on Most Recent Home Computer	1,859	4.2%	78

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 2023 and 2028.



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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	54,633	67.6%	106
Bought Brewed Coffee at C-Store/30 Days	10,282	12.7%	106
Bought Cigarettes at C-Store/30 Days	6,127	7.6%	124
Bought Gas at C-Store/30 Days	36,424	45.1%	114
Spent \$1-19 at C-Store/30 Days	6,049	7.5%	101
Spent \$20-39 at C-Store/30 Days	8,113	10.0%	102
Spent \$40-50 at C-Store/30 Days	6,673	8.3%	106
Spent \$51-99 at C-Store/30 Days	6,058	7.5%	122
Spent \$100+ at C-Store/30 Days	19,126	23.7%	113
Entertainment (Adults)			
Attended Movie/6 Mo	27,830	34.4%	93
Went to Live Theater/12 Mo	4,934	6.1%	89
Went to Bar or Night Club/12 Mo	12,865	15.9%	98
Dined Out/12 Mo	41,980	51.9%	99
Gambled at Casino/12 Mo	8,946	11.1%	103
Visited Theme Park/12 Mo	8,228	10.2%	88
Viewed Movie (Video-on-Demand)/30 Days	7,758	9.6%	87
Viewed TV Show (Video-on-Demand)/30 Days	5,571	6.9%	91
Used Internet to Download Movie/30 Days	4,127	5.1%	85
Downloaded Individual Song/6 Mo	14,746	18.2%	91
Used Internet to Watch Movie/30 Days	24,307	30.1%	88
Used Internet to Watch TV Program/30 Days	16,238	20.1%	91
Played (Console) Video or Electronic Game/12 Mo	10,335	12.8%	100
Played (Portable) Video or Electronic Game/12 Mo	5,326	6.6%	99
Financial (Adults)			
Have 1st Home Mortgage	30,272	37.5%	99
Used ATM or Cash Machine/12 Mo	49,411	61.1%	97
Own Any Stock	10,791	13.4%	89
Own U.S. Savings Bonds	5,778	7.1%	101
Own Shares in Mutual Fund (Stocks)	10,596	13.1%	96
Own Shares in Mutual Fund (Bonds)	6,720	8.3%	97
Have Interest Checking Account	31,830	39.4%	100
Have Non-Interest Checking Account	31,682	39.2%	103
Have Savings Account	59,170	73.2%	99
Have 401(k) Retirement Savings Plan	18,955	23.5%	96
Own or Used Any Credit/Debit Card/12 Mo	74,528	92.2%	99
Avg \$1-110 Monthly Credit Card Expenditures	10,140	12.5%	109
Avg \$111-225 Monthly Credit Card Expenditures	6,211	7.7%	100
Avg \$226-450 Monthly Credit Card Expenditures	7,340	9.1%	98
Avg \$451-700 Monthly Credit Card Expenditures	7,256	9.0%	98
Avg \$701-1000 Monthly Credit Card Expenditures	6,384	7.9%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	8,253	10.2%	87
Avg \$2001+ Monthly Credit Card Expenditures	7,234	8.9%	81
Did Banking Online/12 Mo	45,531	56.3%	96
Did Banking by Mobile Device/12 Mo	36,219	44.8%	93

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Grocery (Adults)			
HH Used Bread/6 Mo	41,725	94.8%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	30,585	69.5%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	7,021	16.0%	108
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	25,739	58.5%	97
HH Used Fresh Fruit or Vegetables/6 Mo	38,666	87.9%	99
HH Used Fresh Milk/6 Mo	37,237	84.6%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	25,739	58.5%	81
Health (Adults)			
Exercise at Home 2+ Times/Wk	37,859	46.8%	95
Exercise at Club 2+ Times/Wk	8,238	10.2%	87
Visited Doctor/12 Mo	65,545	81.1%	101
Used Vitamins or Dietary Supplements/6 Mo	52,212	64.6%	98
Home (Households)			
HH Did Home Improvement/12 Mo	18,045	41.0%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	12,673	28.8%	95
HH Purchased Low Ticket HH Furnishing/12 Mo	10,721	24.4%	99
HH Purchased Big Ticket HH Furnishing/12 Mo	12,314	28.0%	98
HH Bought Small Kitchen Appliance/12 Mo	11,114	25.3%	97
HH Bought Large Kitchen Appliance/12 Mo	7,255	16.5%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	43,324	53.6%	105
Personally Carry Any Med/Hosp/Accident Insur	69,582	86.1%	101
Homeowner Carries Home/Personal Property Insurance	52,846	65.4%	106
Renter Carries Home/Pers Property Insurance	8,890	11.0%	92
HH Has 1 Vehicle Covered w/Auto Insurance	13,679	31.1%	101
HH Has 2 Vehicles Covered w/Auto Insurance	14,041	31.9%	97
HH Has 3+ Vehicles Covered w/Auto Insurance	12,047	27.4%	104
Pets (Households)			
HH Owns Cat	11,680	26.5%	115
HH Owns Dog	18,496	42.0%	106
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	13,286	16.4%	88
Buying American Is Important: 4-Agr Cmpl	29,116	36.0%	112
Buy Based on Quality Not Price: 4-Agr Cmpl	11,201	13.9%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	9,182	11.4%	89
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	8,684	10.7%	97
Will Pay More for Env Safe Prods: 4-Agr Cmpl	8,514	10.5%	86
Buy Based on Price Not Brands: 4-Agr Cmpl	22,336	27.6%	102
Am Interested in How to Help Env: 4-Agr Cmpl	13,286	16.4%	88
Reading (Adults)			
Bought Digital Book/12 Mo	13,937	17.2%	91
Bought Hardcover Book/12 Mo	20,905	25.9%	95
Bought Paperback Book/12 Mo	26,606	32.9%	97
Read Daily Newspaper (Paper Version)	13,623	16.9%	110
Read Digital Newspaper/30 Days	36,356	45.0%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	69,033	85.4%	98

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	54,839	67.8%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	17,464	21.6%	105
Spent \$101-200 at Family Restrnt/SteakHse/30 Days	7,772	91.2%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	31,841	39.4%	101
Ordered Eat-In Fast Food/6 Mo	16,907	20.9%	102
Ordered Home Delivery Fast Food/6 Mo	9,236	11.4%	85
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	50,666	62.7%	107
Ordered Take-Out/Walk-In Fast Food/6 Mo	15,992	19.8%	89
Television & Electronics (Adults/Households)			
Own Tablet	46,496	57.5%	98
Own E-Reader	10,271	12.7%	89
Own E-Reader/Tablet: Apple iPad	26,230	32.5%	87
HH Owns Internet Connectable TV	18,883	42.9%	100
Own Portable MP3 Player	8,905	11.0%	98
HH Owns 1 TV	7,448	16.9%	93
HH Owns 2 TVs	12,488	28.4%	100
HH Owns 3 TVs	10,606	24.1%	105
HH Owns 4+ TVs	10,343	23.5%	104
HH Subscribes to Cable TV	14,831	33.7%	99
HH Subscribes to Fiber Optic TV	1,561	3.5%	67
HH Owns Portable GPS Device	9,925	22.6%	108
HH Purchased Video Game System/12 Mo	2,444	5.6%	69
HH Owns Internet Video Device for TV	22,679	51.5%	98
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	42,277	52.3%	97
Took 3+ Domestic Non-Business Trips/12 Mo	10,784	13.3%	96
Spent \$1-999 on Domestic Vacations/12 Mo	10,819	13.4%	98
Spent \$1K-1499 on Domestic Vacations/12 Mo	4,730	5.9%	92
Spent \$1500-1999 on Domestic Vacations/12 Mo	3,183	3.9%	103
Spent \$2K-2999 on Domestic Vacations/12 Mo	3,333	4.1%	104
Spent \$3K+ on Domestic Vacations/12 Mo	4,925	6.1%	92
Used Intrnt Travel Site for Domestic Trip/12 Mo	3,681	4.6%	82
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	20,659	25.6%	77
Took 3+ Foreign Trips by Plane/3 Yrs	3,677	4.5%	62
Spent \$1-999 on Foreign Vacations/12 Mo	4,811	6.0%	77
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,746	2.2%	71
Spent \$3K+ on Foreign Vacations/12 Mo	2,368	2.9%	69
Used General Travel Site: Foreign Trip/3 Yrs	3,451	4.3%	67
Spent Night at Hotel or Motel/12 Mo	35,662	44.1%	97
Took Cruise of More Than One Day/3 Yrs	7,217	8.9%	88
Member of Frequent Flyer Program	17,828	22.1%	80
Member of Hotel Rewards Program	21,849	27.0%	94

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