



Electronics and Internet Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Demographic Summary		2017	2022
Population		199,816	201,439
Population 18+		156,032	158,280
Households		84,166	84,929
Median Household Income		\$55,187	\$58,126

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any tablet	51,558	33.0%	98
Own any e-reader	14,283	9.2%	106
Own e-reader/tablet: iPad	29,669	19.0%	92
Own e-reader/tablet: Barnes & Noble Nook	5,817	3.7%	104
Own e-reader/tablet: Amazon Kindle	21,082	13.5%	108
Own any portable MP3 player	44,198	28.3%	101
Own Apple iPod nano	11,695	7.5%	101
Own Apple iPod shuffle	6,979	4.5%	102
Own Apple iPod touch	14,012	9.0%	103
Purchased portable MP3 player in last 12 months	4,020	2.6%	92
Own any camera/camcorder	16,231	10.4%	95
Own digital point & shoot camera/camcorder	34,966	22.4%	105
Own digital SLR camera/camcorder	14,202	9.1%	109
Own 35mm camera/camcorder	12,468	8.0%	114
Spent on camera/camcorder last 12 mo: \$1-99	7,584	4.9%	100
Spent on camera/camcorder last 12 mo: \$100-\$199	4,469	2.9%	103
Spent on camera/camcorder last 12 mo: \$200+	6,902	4.4%	99
Own telephoto/zoom lens	9,099	5.8%	109
Own wideangle lens	5,903	3.8%	108
Printed digital photos in last 12 months	22,865	14.7%	105
Use a computer at work	64,771	41.5%	101
Use desktop computer at work	37,622	24.1%	104
Use laptop/notebook at work	22,438	14.4%	100
HH owns a computer	63,867	75.9%	99
Purchased home computer in last 12 months	10,785	12.8%	102
HH owns desktop computer	36,646	43.5%	102
HH owns laptop/notebook	45,883	54.5%	98
HH owns netbook	3,993	4.7%	97
Child (under 18 yrs) uses home computer	13,658	16.2%	101
HH owns any Apple/Mac brand computer	11,044	13.1%	85
HH owns any PC/non-Apple brand computer	56,774	67.5%	102

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased most recent home computer 1-2 years ago	15,155	18.0%	102
Purchased most recent home computer 3-4 years ago	13,775	16.4%	102
Purchased most recent home computer 5+ years ago	7,467	8.9%	104
HH purchased most recent computer in a store	31,904	37.9%	101
HH purchased most recent computer online	10,917	13.0%	99
Spent on most recent home computer: <\$500	13,686	16.3%	106
Spent on most recent home computer: \$500-\$999	15,691	18.6%	102
Spent on most recent home computer: \$1000-\$1499	7,849	9.3%	102
Spent on most recent home computer: \$1500-\$1999	3,589	4.3%	100
Spent on most recent home computer: \$2000+	2,760	3.3%	92
HH owns webcam	16,972	20.2%	101
HH owns wireless router	28,946	34.4%	105
HH owns software: accounting	5,271	6.3%	102
HH owns software: communications/fax	4,237	5.0%	98
HH owns software: database/filing	4,612	5.5%	99
HH owns software: desktop publishing	7,360	8.7%	102
HH owns software: education/training	7,802	9.3%	100
HH owns software: entertainment/games	17,683	21.0%	106
HH owns software: personal finance/tax prep	10,505	12.5%	104
HH owns software: presentation graphics	5,035	6.0%	95
HH owns software: multimedia	10,740	12.8%	103
HH owns software: networking	11,477	13.6%	102
HH owns software: online meeting/conference	2,898	3.4%	101
HH owns software: security/anti-virus	21,217	25.2%	106
HH owns software: spreadsheet	16,937	20.1%	103
HH owns software: utility	4,164	4.9%	98
HH owns software: web authoring	1,677	2.0%	93
HH owns software: word processing	25,350	30.1%	103
HH owns CD player	15,683	18.6%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	24,188	28.7%	106
HH purchased portable GPS navigation device/12 mo	2,315	2.8%	101
HH owns headphones (ear buds)	32,020	38.0%	102
HH owns noise reduction headphones	6,818	8.1%	98
HH owns home theater/entertainment system	8,967	10.7%	103
HH owns 1 TV	15,790	18.8%	90
HH owns 2 TVs	22,110	26.3%	101
HH owns 3 TVs	18,781	22.3%	104
HH owns 4+ TVs	16,766	19.9%	109
HH owns LCD TV	25,204	29.9%	99
HH owns LED TV	22,280	26.5%	103
HH owns plasma TV	12,513	14.9%	99
HH has 3D TV	4,538	5.4%	100
HH has HDTV	40,082	47.6%	102
HH has Internet connectable TV	16,880	20.1%	100
HH owns miniature screen TV (<13 in)	3,657	4.3%	106
HH owns regular screen TV (13-26 in)	24,061	28.6%	105
HH owns large screen TV (27-35 in)	31,980	38.0%	106
HH owns big screen TV (36-42 in)	28,693	34.1%	100
HH owns giant screen TV (over 42 in)	23,753	28.2%	100
Most recent HH TV purchase: regular screen (13-26 in)	10,604	12.6%	100
Most recent HH TV purchase: large screen (27-35 in)	18,413	21.9%	105
Most recent HH TV purchase: big screen (36-42 in)	18,833	22.4%	98
Most recent HH TV purchase: giant screen (over 42 in)	18,442	21.9%	100
HH owns Internet video device for TV	8,727	10.4%	94
HH purchased video game system in last 12 months	5,933	7.0%	91
HH owns video game system: handheld	11,273	13.4%	105
HH owns video game system: attached to TV/computer	36,808	43.7%	101
HH owns video game system: Nintendo 3DS	2,589	3.1%	100
HH owns video game system: Nintendo DS/DS Lite	4,360	5.2%	107
HH owns video game system: Nintendo DSi	2,751	3.3%	104
HH owns video game system: Nintendo Wii	17,609	20.9%	102
HH owns video game system: PlayStation 2 (PS2)	7,359	8.7%	107
HH owns video game system: PlayStation 3 (PS3)	11,500	13.7%	101
HH owns video game system: Xbox 360	15,868	18.9%	100
HH purchased 5+ video games in last 12 months	4,807	5.7%	102
HH spent \$101+ on video games in last 12 months	6,074	7.2%	96
Have access to Internet at home	133,861	85.8%	101
Connection to Internet at home: via cable modem	66,192	42.4%	107
Connection to Internet at home: via DSL	23,495	15.1%	94
Connection to Internet at home: via fiber optic	18,661	12.0%	92
Access Internet at home via high speed connection	130,492	83.6%	101
Spend 10+ hrs online (excl email/IM time) daily	5,343	3.4%	88
Spend 5-9.9 hrs online (excl email/IM time) daily	17,135	11.0%	96
Spend 2-4.9 hrs online (excl email/IM time) daily	32,749	21.0%	98
Spend 1-1.9 hrs online (excl email/IM time) daily	27,667	17.7%	103
Spend 0.5-0.9 hrs online(excl email/IM time) daily	20,126	12.9%	105
Spend <0.5 hrs online (excl email/IM time) daily	15,926	10.2%	106
Used Internet in last 30 days	131,036	84.0%	101
Used Internet/30 days: at home	123,198	79.0%	100
Used Internet/30 days: at work	63,147	40.5%	100
Used Internet/30 days: at school/library	19,304	12.4%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Internet/30 days: not hm/work/school/library	47,545	30.5%	95
Accessed Internet in last 30 days using computer	115,928	74.3%	102
Accessed Internet in last 30 days using cell phone	95,821	61.4%	97
Accessed Internet in last 30 days using tablet	50,283	32.2%	98
Accessed Internet in last 30 days using video game	13,382	8.6%	106
Accessed Internet in last 30 days using television	14,772	9.5%	101
Used Wi-Fi/wireless connection outside hm/30 days	45,475	29.1%	100
Internet last 30 days: visited forum	7,047	4.5%	92
Internet last 30 days: used email	113,416	72.7%	101
Internet last 30 days: used IM	82,505	52.9%	100
Internet last 30 days: made personal purchase	67,782	43.4%	98
Internet last 30 days: made business purchase	18,109	11.6%	96
Internet last 30 days: paid bills online	73,621	47.2%	100
Internet last 30 days: took online class	12,007	7.7%	97
Internet last 30 days: looked for employment	25,445	16.3%	103
Internet last 30 days: traded/tracked investments	18,934	12.1%	100
Internet last 30 days: made travel plans	29,513	18.9%	96
Internet last 30 days: obtained auto info	18,667	12.0%	99
Internet last 30 days: obtained financial info	48,610	31.2%	100
Internet last 30 days: obtained medical info	39,333	25.2%	98
Internet last 30 days: checked movie listing/times	37,335	23.9%	97
Internet last 30 days: obtained latest news	71,459	45.8%	101
Internet last 30 days: obtained parenting info	9,254	5.9%	95
Internet last 30 days: obtained real estate info	22,640	14.5%	102
Internet last 30 days: obtained sports news/info	48,767	31.3%	100
Internet last 30 days: visited online blog	19,013	12.2%	94
Internet last 30 days: wrote online blog	4,507	2.9%	93
Internet last 30 days: used online dating website	3,016	1.9%	87
Internet last 30 days: played games online	50,683	32.5%	105
Internet last 30 days: sent greeting card	7,245	4.6%	92
Internet last 30 days: made phone call	33,553	21.5%	97
Internet last 30 days: shared photos via website	48,818	31.3%	100
Internet last 30 days: looked for recipes	59,619	38.2%	104
Internet last 30 days: added video to website	11,158	7.2%	96
Internet last 30 days: downloaded a movie	11,467	7.3%	89
Internet last 30 days: downloaded music	35,195	22.6%	96
Internet last 30 days: downloaded podcast	6,027	3.9%	94
Internet last 30 days: downloaded TV program	7,809	5.0%	92
Internet last 30 days: downloaded a video game	18,355	11.8%	100
Internet last 30 days: watched movie online	26,536	17.0%	90
Internet last 30 days: watched TV program online	25,187	16.1%	95
Purch/rntd video download/strm/30 days: amazon.com	8,877	5.7%	95
Purch/rntd video download/strm/30 days: hulu.com	5,918	3.8%	97
Purch/rntd video download/strm/30 days: itunes.com	4,650	3.0%	89
Purch/rntd video download/strm/30 days: netflix.com	21,719	13.9%	98
Used online gaming srv/30 days: PlayStation Network	7,569	4.9%	103
Used online gaming srv/30 days: Xbox Live	8,849	5.7%	101
Played Massive Multi-Player Online game/30 days	5,884	3.8%	99
Visited any Spanish language website last 30 days	3,316	2.1%	61
Visited website in last 30 days: facebook.com	91,629	58.7%	101
Visited website in last 30 days: LinkedIn.com	17,863	11.4%	93
Visited website in last 30 days: picasa.com	3,509	2.2%	99
Visited website in last 30 days: shutterfly.com	4,965	3.2%	91
Visited website in last 30 days: tumblr.com	5,794	3.7%	92
Visited website in last 30 days: twitter.com	18,204	11.7%	94
Visited website in last 30 days: yelp.com	5,720	3.7%	67
Visited website in last 30 days: YouTube.com	74,358	47.7%	98
Visited website in last 30 days: plus.google.com	25,432	16.3%	99
Visited website in last 30 days: pinterest	25,766	16.5%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Social network: updated status in last 30 days	48,998	31.4%	103
Social network: updated profile in last 30 days	32,999	21.1%	97
Social network: posted picture in last 30 days	58,563	37.5%	100
Social network: posted video in last 30 days	19,347	12.4%	95
Social network: posted link in last 30 days	21,616	13.9%	98
Social network: saw friend's page in last 30 days	72,407	46.4%	101
Social network: commented on post in last 30 days	65,134	41.7%	101
Social network: posted a blog in last 30 days	6,500	4.2%	92
Social network: rated a product in last 30 days	9,784	6.3%	98
Social network: sent email message in last 30 days	68,554	43.9%	102
Social network: sent IM in last 30 days	23,040	14.8%	96
Social network: played a game in last 30 days	31,116	19.9%	108
Social network: invited to event in last 30 days	11,706	7.5%	99
Social network: liked something in last 30 days	56,189	36.0%	101
Social network: followed something in last 30 days	27,687	17.7%	101
Social network: clicked on an ad in last 30 days	15,692	10.1%	100
Social network: watched video in last 30 days	64,046	41.0%	98
Social network: posed location in last 30 days	14,744	9.4%	98
Social network: used to keep in touch w/ friends	57,422	36.8%	99
Social network: used to reconnect w/ old friends	18,376	11.8%	92
Social network: used to meet new friends	8,992	5.8%	86
Social network: used to follow friends activities	25,969	16.6%	96
Social network: used to find out about new prod.	8,160	5.2%	88
Social network: used to review prod. or service	5,720	3.7%	87
Social network: used for professional contacts	9,284	6.0%	92
Social network: used to find mutual interests	6,591	4.2%	83
Social network: used to tract current events	15,097	9.7%	91
Social network: used to find info on TV or movie	8,530	5.5%	85
Social network: used to find local information	12,659	8.1%	92
Social network: used for gaming	11,130	7.1%	102
Social network: used to support favorite brands	6,125	3.9%	90
Social network: used to get coupons or discounts	9,033	5.8%	95
Social network: used to gain access to VIP events	4,664	3.0%	83
Used website/search engine/30 days: ask.com	10,825	6.9%	103
Used website/search engine/30 days: bing.com	27,056	17.3%	105
Used website/search engine/30 days: google.com	119,422	76.5%	101
Used website/search engine/30 days: yahoo.com	49,779	31.9%	102
Visited news website in last 30 days: ABCnews.com	9,033	5.8%	102
Visited news website in last 30 days: bbc.com	6,026	3.9%	89
Visited news website in last 30 days: CBSnews.com	6,337	4.1%	105
Visited news website in last 30 days: cnn.com	18,580	11.9%	93
Visited news website in last 30 days: foxnews.com	17,216	11.0%	104
Visited news website in last 30 days: huffpo.com	14,341	9.2%	93
Visited news website in last 30 days: nbcnews.com	6,849	4.4%	98
Visited news website in last 30 days: Yahoo! News	19,698	12.6%	98

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