

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 Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	74,572	47.8%	100
Bought any women's clothing in last 12 months	68,923	44.2%	102
Bought clothing for child <13 years in last 6 months	42,122	27.0%	98
Bought any shoes in last 12 months	83,510	53.5%	99
Bought costume jewelry in last 12 months	29,900	19.2%	100
Bought any fine jewelry in last 12 months	28,184	18.1%	100
Bought a watch in last 12 months	23,748	15.2%	100
Automobiles (Households)			
HH owns/leases any vehicle	72,588	86.2%	101
HH bought/leased new vehicle last 12 mo	7,906	9.4%	95
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	135,775	87.0%	102
Bought/changed motor oil in last 12 months	78,819	50.5%	105
Had tune-up in last 12 months	44,009	28.2%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	101,654	65.1%	98
Drank regular cola in last 6 months	69,637	44.6%	101
Drank beer/ale in last 6 months	66,541	42.6%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	34,966	22.4%	105
Own digital SLR camera/camcorder	14,202	9.1%	109
Printed digital photos in last 12 months	22,865	14.7%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	56,899	36.5%	101
Have a smartphone	102,571	65.7%	98
Have a smartphone: Android phone (any brand)	50,313	32.2%	101
Have a smartphone: Apple iPhone	45,413	29.1%	95
Number of cell phones in household: 1	28,006	33.3%	104
Number of cell phones in household: 2	32,234	38.3%	102
Number of cell phones in household: 3+	20,432	24.3%	93
HH has cell phone only (no landline telephone)	39,143	46.5%	103
Computers (Households)			
HH owns a computer	63,867	75.9%	99
HH owns desktop computer	36,646	43.5%	102
HH owns laptop/notebook	45,883	54.5%	98
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
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 <\$500 on most recent home computer	13,686	16.3%	106
Spent \$500-\$999 on most recent home computer	15,691	18.6%	102
Spent \$1,000-\$1,499 on most recent home computer	7,849	9.3%	102
Spent \$1,500-\$1,999 on most recent home computer	3,589	4.3%	100
Spent \$2,000+ on most recent home computer	2,760	3.3%	92

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.



Retail Market Potential

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

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	79,438	50.9%	102
Bought brewed coffee at convenience store in last 30 days	25,399	16.3%	104
Bought cigarettes at convenience store in last 30 days	21,773	14.0%	115
Bought gas at convenience store in last 30 days	57,605	36.9%	109
Spent at convenience store in last 30 days: <\$20	12,191	7.8%	99
Spent at convenience store in last 30 days: \$20-\$39	14,790	9.5%	104
Spent at convenience store in last 30 days: \$40-\$50	11,882	7.6%	101
Spent at convenience store in last 30 days: \$51-\$99	7,240	4.6%	100
Spent at convenience store in last 30 days: \$100+	39,865	25.5%	109
Entertainment (Adults)			
Attended a movie in last 6 months	91,334	58.5%	99
Went to live theater in last 12 months	20,652	13.2%	102
Went to a bar/night club in last 12 months	28,297	18.1%	108
Dined out in last 12 months	71,775	46.0%	102
Gambled at a casino in last 12 months	21,330	13.7%	99
Visited a theme park in last 12 months	25,929	16.6%	93
Viewed movie (video-on-demand) in last 30 days	28,895	18.5%	101
Viewed TV show (video-on-demand) in last 30 days	20,604	13.2%	100
Watched any pay-per-view TV in last 12 months	18,500	11.9%	96
Downloaded a movie over the Internet in last 30 days	11,467	7.3%	89
Downloaded any individual song in last 6 months	33,799	21.7%	102
Watched a movie online in the last 30 days	26,536	17.0%	90
Watched a TV program online in last 30 days	25,187	16.1%	95
Played a video/electronic game (console) in last 12 months	15,648	10.0%	101
Played a video/electronic game (portable) in last 12 months	6,982	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	49,456	31.7%	104
Used ATM/cash machine in last 12 months	78,292	50.2%	101
Own any stock	11,327	7.3%	100
Own U.S. savings bond	8,631	5.5%	107
Own shares in mutual fund (stock)	11,561	7.4%	101
Own shares in mutual fund (bonds)	7,994	5.1%	102
Have interest checking account	44,484	28.5%	105
Have non-interest checking account	47,936	30.7%	104
Have savings account	86,538	55.5%	102
Have 401K retirement savings plan	23,970	15.4%	105
Own/used any credit/debit card in last 12 months	117,561	75.3%	100
Avg monthly credit card expenditures: <\$111	19,868	12.7%	106
Avg monthly credit card expenditures: \$111-\$225	11,663	7.5%	106
Avg monthly credit card expenditures: \$226-\$450	11,024	7.1%	107
Avg monthly credit card expenditures: \$451-\$700	8,362	5.4%	101
Avg monthly credit card expenditures: \$701-\$1,000	6,988	4.5%	97
Avg monthly credit card expenditures: \$1,001+	14,015	9.0%	97
Did banking online in last 12 months	57,707	37.0%	101
Did banking on mobile device in last 12 months	26,358	16.9%	98
Paid bills online in last 12 months	69,196	44.3%	99

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	59,784	71.0%	102
Used bread in last 6 months	79,490	94.4%	101
Used chicken (fresh or frozen) in last 6 months	58,558	69.6%	101
Used turkey (fresh or frozen) in last 6 months	14,053	16.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	46,125	54.8%	100
Used fresh fruit/vegetables in last 6 months	72,756	86.4%	100
Used fresh milk in last 6 months	73,576	87.4%	100
Used organic food in last 6 months	16,121	19.2%	93
Health (Adults)			
Exercise at home 2+ times per week	45,128	28.9%	100
Exercise at club 2+ times per week	20,465	13.1%	98
Visited a doctor in last 12 months	119,201	76.4%	101
Used vitamin/dietary supplement in last 6 months	81,349	52.1%	99
Home (Households)			
Any home improvement in last 12 months	24,952	29.6%	109
Used housekeeper/maid/professional HH cleaning service in last 12	10,559	12.5%	94
Purchased low ticket HH furnishings in last 12 months	14,178	16.8%	104
Purchased big ticket HH furnishings in last 12 months	18,603	22.1%	103
Bought any small kitchen appliance in last 12 months	19,110	22.7%	102
Bought any large kitchen appliance in last 12 months	11,309	13.4%	106
Insurance (Adults/Households)			
Currently carry life insurance	71,991	46.1%	107
Carry medical/hospital/accident insurance	110,318	70.7%	102
Carry homeowner insurance	77,707	49.8%	106
Carry renter's insurance	12,600	8.1%	92
Have auto insurance: 1 vehicle in household covered	26,210	31.1%	100
Have auto insurance: 2 vehicles in household covered	24,468	29.1%	102
Have auto insurance: 3+ vehicles in household covered	18,553	22.0%	102
Pets (Households)			
Household owns any pet	47,591	56.5%	104
Household owns any cat	20,680	24.6%	109
Household owns any dog	36,186	43.0%	104
Psychographics (Adults)			
Buying American is important to me	68,501	43.9%	106
Usually buy items on credit rather than wait	18,582	11.9%	97
Usually buy based on quality - not price	28,113	18.0%	98
Price is usually more important than brand name	40,829	26.2%	98
Usually use coupons for brands I buy often	30,068	19.3%	106
Am interested in how to help the environment	23,668	15.2%	92
Usually pay more for environ safe product	18,855	12.1%	90
Usually value green products over convenience	16,110	10.3%	95
Likely to buy a brand that supports a charity	55,736	35.7%	102
Reading (Adults)			
Bought digital book in last 12 months	22,586	14.5%	102
Bought hardcover book in last 12 months	32,817	21.0%	103
Bought paperback book in last 12 month	48,048	30.8%	103
Read any daily newspaper (paper version)	42,038	26.9%	111
Read any digital newspaper in last 30 days	55,160	35.4%	104
Read any magazine (paper/electronic version) in last 6 months	142,219	91.1%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	118,974	76.2%	102
Went to family restaurant/steak house: 4+ times a month	44,652	28.6%	104
Went to fast food/drive-in restaurant in last 6 months	141,362	90.6%	101
Went to fast food/drive-in restaurant 9+ times/mo	64,241	41.2%	105
Fast food/drive-in last 6 months: eat in	56,186	36.0%	99
Fast food/drive-in last 6 months: home delivery	11,907	7.6%	99
Fast food/drive-in last 6 months: take-out/drive-thru	77,369	49.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	31,903	20.4%	101
Television & Electronics (Adults/Households)			
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
HH has Internet connectable TV	16,880	20.1%	100
Own any portable MP3 player	44,198	28.3%	101
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 subscribes to cable TV	42,645	50.7%	106
HH subscribes to fiber optic	5,941	7.1%	88
HH owns portable GPS navigation device	24,188	28.7%	106
HH purchased video game system in last 12 mos	5,933	7.0%	91
HH owns Internet video device for TV	8,727	10.4%	94
Travel (Adults)			
Domestic travel in last 12 months	79,330	50.8%	100
Took 3+ domestic non-business trips in last 12 months	17,609	11.3%	101
Spent on domestic vacations in last 12 months: <\$1,000	16,363	10.5%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	9,454	6.1%	106
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	6,091	3.9%	106
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	6,344	4.1%	107
Spent on domestic vacations in last 12 months: \$3,000+	8,907	5.7%	100
Domestic travel in the 12 months: used general travel website	10,094	6.5%	92
Foreign travel in last 3 years	32,105	20.6%	85
Took 3+ foreign trips by plane in last 3 years	5,538	3.5%	81
Spent on foreign vacations in last 12 months: <\$1,000	5,524	3.5%	83
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,714	3.0%	87
Spent on foreign vacations in last 12 months: \$3,000+	6,885	4.4%	88
Foreign travel in last 3 years: used general travel website	7,569	4.9%	84
Nights spent in hotel/motel in last 12 months: any	65,626	42.1%	101
Took cruise of more than one day in last 3 years	11,549	7.4%	93
Member of any frequent flyer program	23,572	15.1%	93
Member of any hotel rewards program	23,738	15.2%	102

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