



Retail Market Potential

152 W Jourdan St, Newton, Illinois, 62448
Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
Longitude: -88.16191

Demographic Summary		2013	2018
Population		9,468	9,365
Population 18+		7,398	7,365
Households		3,862	3,846
Median Household Income		\$48,564	\$52,540

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,980	53.8%	109
Bought any women's clothing in last 12 months	3,271	44.2%	97
Bought clothing for child <13 years in last 6 months	2,039	27.6%	93
Bought any shoes in last 12 months	3,939	53.2%	97
Bought costume jewelry in last 12 months	1,103	14.9%	74
Bought any fine jewelry in last 12 months	1,095	14.8%	75
Bought a watch in last 12 months	662	8.9%	79
Automobiles (Households)			
HH owns/leases any vehicle	3,505	90.8%	107
HH bought/leased new vehicle last 12 mo	287	7.4%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,723	90.9%	106
Bought/changed motor oil in last 12 months	4,598	62.2%	123
Had tune-up in last 12 months	2,123	28.7%	91
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	3,869	52.3%	82
Drank regular cola in last 6 months	3,570	48.3%	104
Drank beer/ale in last 6 months	2,721	36.8%	86
Cameras (Adults)			
Own digital point & shoot camera	2,452	33.1%	95
Own digital single-lens reflex (SLR) camera	561	7.6%	91
Bought any camera in last 12 months	622	8.4%	96
Bought memory card for camera in last 12 months	511	6.9%	106
Printed digital photos in last 12 months	323	4.4%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,472	33.4%	89
Have a smartphone	1,626	22.0%	60
Have an iPhone	420	5.7%	49
Number of cell phones in household: 1	1,272	32.9%	103
Number of cell phones in household: 2	1,284	33.2%	92
Number of cell phones in household: 3+	773	20.0%	81
HH has cell phone only (no landline telephone)	1,084	28.1%	84
Computers (Households)			
HH owns a computer	2,584	66.9%	88
HH owns desktop computer	1,952	50.5%	97
HH owns laptop/notebook/tablet	1,318	34.1%	72
Spent <\$500 on most recent home computer	538	13.9%	106
Spent \$500-\$999 on most recent home computer	765	19.8%	96
Spent \$1,000-\$1,499 on most recent home computer	346	9.0%	83
Spent \$1,500-\$1,999 on most recent home computer	114	3.0%	59
Spent \$2,000+ on most recent home computer	85	2.2%	57

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 2013 and 2018.

March 29, 2014



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Bought brewed coffee at convenience store in last 30 days	1,155	15.6%	99
Bought cigarettes at convenience store in last 30 days	1,151	15.6%	116
Bought gas at convenience store in last 30 days	3,272	44.2%	133
Spent at convenience store in last 30 days: <\$11	484	6.5%	93
Spent at convenience store in last 30 days: \$11-\$19	111	1.5%	77
Spent at convenience store in last 30 days: \$20-\$39	661	8.9%	96
Spent at convenience store in last 30 days: \$40-\$50	555	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	385	5.2%	105
Spent at convenience store in last 30 days: \$100+	2,352	31.8%	139
Entertainment (Adults)			
Attended a movie in last 6 months	3,375	45.6%	75
Went to live theater in last 12 months	654	8.8%	73
Went to a bar/night club in last 12 months	1,161	15.7%	88
Dined out in last 12 months	3,392	45.9%	100
Gambled at a casino in last 12 months	946	12.8%	82
Visited a theme park in last 12 months	927	12.5%	69
Viewed movie (video-on-demand) in last 30 days	479	6.5%	42
Viewed TV show (video-on-demand) in last 30 days	270	3.6%	35
Watched any pay-per-view TV in last 12 months	899	12.2%	86
Downloaded a movie over the Internet in last 30 days	250	3.4%	57
Downloaded any individual song in last 6 months	917	12.4%	60
Watched a movie online in the last 30 days	430	5.8%	52
Watched a TV program online in last 30 days	550	7.4%	60
Played a video/electronic game (console) in last 12 months	895	12.1%	103
Played a video/electronic game (portable) in last 12 months	246	3.3%	72
Financial (Adults)			
Have home mortgage (1st)	2,392	32.3%	101
Used ATM/cash machine in last 12 months	3,136	42.4%	88
Own any stock	549	7.4%	90
Own U.S. savings bond	483	6.5%	104
Own shares in mutual fund (stock)	573	7.7%	96
Own shares in mutual fund (bonds)	280	3.8%	72
Have interest checking account	2,478	33.5%	116
Have non-interest checking account	2,670	36.1%	126
Have savings account	3,876	52.4%	99
Have 401K retirement savings plan	1,128	15.2%	104
Own/used any credit/debit card in last 12 months	5,366	72.5%	100
Avg monthly credit card expenditures: <\$111	1,297	17.5%	141
Avg monthly credit card expenditures: \$111-\$225	486	6.6%	101
Avg monthly credit card expenditures: \$226-\$450	367	5.0%	81
Avg monthly credit card expenditures: \$451-\$700	316	4.3%	81
Avg monthly credit card expenditures: \$701-\$1,000	215	2.9%	65
Avg monthly credit card expenditures: \$1,001+	410	5.5%	61
Did banking online in last 12 months	2,026	27.4%	80
Did banking on mobile device in last 12 months	295	4.0%	55
Paid bills online in last 12 months	2,293	31.0%	77

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,601	75.7%	105
Used bread in last 6 months	7,099	96.0%	101
Used chicken/turkey (fresh or frozen) in last 6 months	5,782	78.2%	97
Used fish/seafood (fresh or frozen) in last 6 months	3,842	51.9%	94
Used fresh fruit/vegetables in last 6 months	6,433	87.0%	100
Used fresh milk in last 6 months	6,825	92.3%	103
Used organic food in last 6 months	910	12.3%	65
Health (Adults)			
Exercise at home 2+ times per week	1,774	24.0%	88
Exercise at club 2+ times per week	467	6.3%	48
Visited a doctor in last 12 months	5,715	77.3%	102
Used vitamin/dietary supplement in last 6 months	3,729	50.4%	94
Home (Households)			
Any home improvement in last 12 months	1,199	31.0%	109
Used housekeeper/maid/professional HH cleaning service in last 12	360	9.3%	70
Purchased low ticket HH furnishings in last 12 months	585	15.1%	97
Purchased big ticket HH furnishings in last 12 months	715	18.5%	87
Purchased bedding/bath goods in last 12 months	1,977	51.2%	95
Purchased cooking/serving product in last 12 months	818	21.2%	87
Bought any small kitchen appliance in last 12 months	797	20.6%	94
Bought any large kitchen appliance in last 12 months	560	14.5%	114
Insurance (Adults/Households)			
Currently carry life insurance	3,700	50.0%	114
Carry medical/hospital/accident insurance	4,790	64.7%	101
Carry homeowner insurance	4,453	60.2%	124
Have auto insurance: 1 vehicle in household covered	1,142	29.6%	95
Have auto insurance: 2 vehicles in household covered	990	25.6%	92
Have auto insurance: 3+ vehicles in household covered	1,201	31.1%	141
Pets (Households)			
Household owns any pet	2,507	64.9%	123
Household owns any cat	1,311	33.9%	148
Household owns any dog	1,995	51.7%	132
Psychographics (Adults)			
Buying American is important to me	3,965	53.6%	129
Usually buy items on credit rather than wait	692	9.4%	81
Usually buy based on quality - not price	1,414	19.1%	105
Price is usually more important than brand name	2,276	30.8%	113
Usually use coupons for brands I buy often	1,427	19.3%	103
Am interested in how to help the environment	1,136	15.4%	88
Usually pay more for environ safe product	741	10.0%	80
Usually value green products over convenience	636	8.6%	87
Likely to buy a brand that supports a charity	2,199	29.7%	89
Reading (Adults)			
Bought digital book in last 12 months	326	4.4%	63
Bought hardcover book in last 12 months	1,566	21.2%	84
Bought paperback book in last 12 month	2,343	31.7%	87
Read newspaper using e-reader/tablet in last 6 months	112	1.5%	60
Read book using e-reader/tablet in last 6 months	292	3.9%	56
Read any daily newspaper (paper version)	2,436	32.9%	103
Read any magazine (paper/electronic version) in last 6 months	6,780	91.6%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,273	71.3%	94
Went to family restaurant/steak house: 4+ times a month	1,944	26.3%	89
Went to fast food/drive-in restaurant in last 6 months	6,711	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,821	38.1%	94
Fast food/drive-in last 6 months: eat in	2,857	38.6%	107
Fast food/drive-in last 6 months: home delivery	352	4.8%	61
Fast food/drive-in last 6 months: take-out/drive-thru	3,690	49.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	1,305	17.6%	90
Television & Electronics (Adults/Households)			
Own any e-reader/tablet (such as Kindle or iPad)	339	4.6%	47
Own any portable MP3 player	1,716	23.2%	69
HH owns 1 TV	897	23.2%	117
HH owns 2 TVs	1,071	27.7%	106
HH owns 3 TVs	817	21.2%	98
HH owns 4+ TVs	693	17.9%	89
HH subscribes to cable TV	1,320	34.2%	62
HH subscribes to fiber optic	46	1.2%	19
HH has satellite dish	1,629	42.2%	165
HH owns DVD/Blu-ray player	2,275	58.9%	95
HH owns camcorder	637	16.5%	95
HH owns portable GPS navigation device	840	21.8%	83
HH owns video game system	1,398	36.2%	83
Travel (Adults)			
Domestic travel in last 12 months	3,284	44.4%	87
Took 3+ domestic non-business trips in last 12 months	917	12.4%	99
Spent on domestic vacations in last 12 months: <\$1,000	872	11.8%	102
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	321	4.3%	73
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	174	2.4%	62
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	251	3.4%	85
Spent on domestic vacations in last 12 months: \$3,000+	286	3.9%	69
Domestic travel in the 12 months: used general travel website	340	4.6%	59
Foreign travel in last 3 years	963	13.0%	53
Took 3+ foreign trips by plane in last 3 years	142	1.9%	43
Spent on foreign vacations in last 12 months: <\$1,000	294	4.0%	81
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	121	1.6%	48
Spent on foreign vacations in last 12 months: \$3,000+	190	2.6%	54
Foreign travel in last 3 years: used general travel website	213	2.9%	47
Stayed 1+ nights at hotel/motel in last 12 months	2,916	39.4%	94
Took cruise of more than one day in last 3 years	279	3.8%	43
Member of any frequent flyer program	447	6.0%	36
Member of any hotel rewards program	745	10.1%	75

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Median Household Income		\$48,564	\$52,540

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	5,273	71.3%	94
Went to family restaurant/steak house 4+ times/mo	1,944	26.3%	89
Spent at family rest/steak hse last 6 mo: <\$31	596	8.1%	107
Spent at family rest/steak hse last 6 mo: \$31-50	686	9.3%	105
Spent at family rest/steak hse last 6 mo: \$51-100	1,163	15.7%	107
Spent at family rest/steak hse last 6 mo: \$101-200	767	10.4%	86
Spent at family rest/steak hse last 6 mo: \$201-300	481	6.5%	105
Spent at family rest/steak hse last 6 mo: \$301+	351	4.7%	63
Family restaurant/steak house last 6 mo: breakfast	878	11.9%	92
Family restaurant/steak house last 6 mo: lunch	1,511	20.4%	102
Family restaurant/steak house last 6 mo: dinner	3,298	44.6%	93
Family restaurant/steak house last 6 mo: snack	88	1.2%	68
Family restaurant/steak house last 6 mo: weekday	2,252	30.4%	93
Family restaurant/steak house last 6 mo: weekend	3,055	41.3%	96
Fam rest/steak hse/6 mo: Applebee`s	1,920	26.0%	103
Fam rest/steak hse/6 mo: Buffalo Wild Wings	356	4.8%	73
Fam rest/steak hse/6 mo: California Pizza Kitchen	58	0.8%	22
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	119	1.6%	50
Fam rest/steak hse/6 mo: The Cheesecake Factory	206	2.8%	40
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	487	6.6%	57
Fam rest/steak hse/6 mo: CiCi`s Pizza	410	5.5%	107
Fam rest/steak hse/6 mo: Cracker Barrel	715	9.7%	102
Fam rest/steak hse/6 mo: Denny`s	442	6.0%	60
Fam rest/steak hse/6 mo: Golden Corral	501	6.8%	86
Fam rest/steak hse/6 mo: IHOP	591	8.0%	69
Fam rest/steak hse/6 mo: LongHorn Steakhouse	277	3.7%	101
Fam rest/steak hse/6 mo: Old Country Buffet	168	2.3%	94
Fam rest/steak hse/6 mo: Olive Garden	996	13.5%	78
Fam rest/steak hse/6 mo: Outback Steakhouse	528	7.1%	70
Fam rest/steak hse/6 mo: Red Lobster	866	11.7%	94
Fam rest/steak hse/6 mo: Red Robin	274	3.7%	60
Fam rest/steak hse/6 mo: Ruby Tuesday	533	7.2%	98
Fam rest/steak hse/6 mo: Texas Roadhouse	572	7.7%	107
Fam rest/steak hse/6 mo: T.G.I. Friday`s	338	4.6%	56
Fam rest/steak hse/6 mo: Waffle House	476	6.4%	117
Went to fast food/drive-in restaurant in last 6 mo	6,711	90.7%	101
Went to fast food/drive-in restaurant 9+ times/mo	2,821	38.1%	94
Spent at fast food/drive-in last 6 mo: <\$11	321	4.3%	92
Spent at fast food/drive-in last 6 mo: \$11-\$20	651	8.8%	109
Spent at fast food/drive-in last 6 mo: \$21-\$40	1,035	14.0%	120
Spent at fast food/drive-in last 6 mo: \$41-\$50	766	10.4%	132
Spent at fast food/drive-in last 6 mo: \$51-\$100	1,235	16.7%	99
Spent at fast food/drive-in last 6 mo: \$101-\$200	790	10.7%	90
Spent at fast food/drive-in last 6 mo: \$201+	819	11.1%	92

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	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	2,857	38.6%	107
Fast food/drive-in last 6 mo: home delivery	352	4.8%	61
Fast food/drive-in last 6 mo: take-out/drive-thru	3,690	49.9%	106
Fast food/drive-in last 6 mo: take-out/walk-in	1,305	17.6%	90
Fast food/drive-in last 6 mo: breakfast	2,393	32.3%	98
Fast food/drive-in last 6 mo: lunch	4,175	56.4%	112
Fast food/drive-in last 6 mo: dinner	3,481	47.1%	106
Fast food/drive-in last 6 mo: snack	675	9.1%	71
Fast food/drive-in last 6 mo: weekday	4,826	65.2%	110
Fast food/drive-in last 6 mo: weekend	3,078	41.6%	90
Fast food/drive-in last 6 mo: A & W	403	5.4%	153
Fast food/drive-in last 6 mo: Arby`s	1,752	23.7%	135
Fast food/drive-in last 6 mo: Baskin-Robbins	120	1.6%	44
Fast food/drive-in last 6 mo: Boston Market	141	1.9%	53
Fast food/drive-in last 6 mo: Burger King	2,407	32.5%	99
Fast food/drive-in last 6 mo: Carl`s Jr.	221	3.0%	50
Fast food/drive-in last 6 mo: Checkers	171	2.3%	74
Fast food/drive-in last 6 mo: Chick-fil-A	984	13.3%	88
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	218	2.9%	35
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	182	2.5%	66
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	214	2.9%	74
Fast food/drive-in last 6 mo: Cold Stone Creamery	150	2.0%	54
Fast food/drive-in last 6 mo: Dairy Queen	2,127	28.8%	196
Fast food/drive-in last 6 mo: Domino`s Pizza	568	7.7%	63
Fast food/drive-in last 6 mo: Dunkin` Donuts	367	5.0%	44
Fast food/drive-in last 6 mo: Jack in the Box	176	2.4%	25
Fast food/drive-in last 6 mo: KFC	1,835	24.8%	101
Fast food/drive-in last 6 mo: Krispy Kreme	292	3.9%	99
Fast food/drive-in last 6 mo: Little Caesars	595	8.0%	77
Fast food/drive-in last 6 mo: Long John Silver`s	633	8.6%	155
Fast food/drive-in last 6 mo: McDonald`s	4,415	59.7%	105
Fast food/drive-in last 6 mo: Panera Bread	326	4.4%	43
Fast food/drive-in last 6 mo: Papa John`s	360	4.9%	53
Fast food/drive-in last 6 mo: Papa Murphy`s	278	3.8%	87
Fast food/drive-in last 6 mo: Pizza Hut	1,991	26.9%	135
Fast food/drive-in last 6 mo: Popeyes Chicken	285	3.9%	52
Fast food/drive-in last 6 mo: Quiznos	268	3.6%	70
Fast food/drive-in last 6 mo: Sonic Drive-In	959	13.0%	113
Fast food/drive-in last 6 mo: Starbucks	458	6.2%	43
Fast food/drive-in last 6 mo: Steak `n Shake	306	4.1%	87
Fast food/drive-in last 6 mo: Subway	2,610	35.3%	109
Fast food/drive-in last 6 mo: Taco Bell	2,111	28.5%	90
Fast food/drive-in last 6 mo: Wendy`s	1,883	25.5%	91
Fast food/drive-in last 6 mo: White Castle	175	2.4%	63

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Pets and Products Market Potential

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HH owns any bird	156	4.0%	155
HH owns any cat	1,311	33.9%	148
HH owns any dog	1,995	51.7%	132
HH owns 1 cat	650	16.8%	134
HH owns 2+ cats	661	17.1%	158
HH owns 1 dog	1,090	28.2%	119
HH owns 2+ dogs	906	23.5%	148
HH used canned cat food in last 6 months	511	13.2%	114
HH used <4 cans of cat food in last 7 days	201	5.2%	112
HH used 8+ cans of cat food in last 7 days	144	3.7%	120
HH used packaged dry cat food in last 6 months	1,231	31.9%	144
HH used <4 pounds pkgd dry cat food last 30 days	334	8.6%	127
HH used 9+ pounds pkgd dry cat food last 30 days	691	17.9%	174
HH used cat treats in last 6 months	550	14.2%	124
HH used 3+ packages of cat treats in last 30 days	174	4.5%	132
HH used cat litter in last 6 months	1,035	26.8%	135
HH used 21+ pounds of cat litter in last 30 days	282	7.3%	131
HH used canned dog food in last 6 months	618	16.0%	111
HH used <3 cans of dog food in last 7 days	317	8.2%	127
HH used 7+ cans of dog food in last 7 days	187	4.8%	102
HH used packaged dry dog food in last 6 months	1,928	49.9%	133
HH used <10 pounds pkgd dry dog food last 30 days	664	17.2%	101
HH used 25+ pounds pkgd dry dog food last 30 days	814	21.1%	179
HH used dog biscuits/treats in last 6 months	1,497	38.8%	124
HH used 3+ pkgs dog biscuits/treats last 30 days	398	10.3%	117
HH used flea/tick/parasite product for cat/dog	1,821	47.2%	133
Bought pet food from any pet specialty store/12 mo	614	15.9%	78
Bought pet food in last 12 mo: from discount store	759	19.7%	184
Bought pet food in last 12 mo: from grocery store	1,282	33.2%	121
Bought pet food in last 12 mo: from PETCO	233	6.0%	73
Bought pet food in last 12 mo: from PetSmart	338	8.8%	75
Bought pet food in last 12 mo: from wholesale club	203	5.3%	113
Bought pet food in last 12 mo: from vet	219	5.7%	121
Bought flea control product from vet in last 12 mo	682	17.7%	135
HH member took pet to vet in last 12 mo: 1 time	675	17.5%	131
HH member took pet to vet in last 12 mo: 2 times	498	12.9%	117
HH member took pet to vet in last 12 mo: 3 times	258	6.7%	119
HH member took pet to vet in last 12 mo: 4 times	178	4.6%	135
HH member took pet to vet in last 12 mo: 5+ times	221	5.7%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of 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 2013 and 2018.



Health and Beauty Market Potential

152 W Jourdan St, Newton, Illinois, 62448
 Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
 Longitude: -88.16191

Demographic Summary		2013	2018	
Population		9,468	9,365	
Population 18+		7,398	7,365	
Households		3,862	3,846	
Median Household Income		\$48,564	\$52,540	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		1,774	24.0%	88
Exercise at club 2+ times per week		467	6.3%	48
Exercise at other facility (not club) 2+ times/wk		384	5.2%	69
Own elliptical		294	4.0%	103
Own stationary bicycle		514	6.9%	125
Own treadmill		926	12.5%	121
Own weight lifting equipment		966	13.1%	100
Presently controlling diet		2,209	29.9%	83
Diet control for blood sugar level		649	8.8%	117
Diet control for cholesterol level		692	9.4%	100
Diet control to maintain weight		688	9.3%	84
Diet control for physical fitness		572	7.7%	75
Diet control for salt restriction		253	3.4%	101
Diet control for weight loss		891	12.0%	90
Used doctor`s care/diet for diet method		255	3.4%	129
Used exercise program for diet method		457	6.2%	73
Used Weight Watchers as diet method		131	1.8%	71
Buy foods specifically labeled as fat-free		732	9.9%	76
Buy foods specifically labeled as gluten-free		164	2.2%	83
Buy foods specifically labeled as high fiber		495	6.7%	68
Buy foods specifically labeled as high protein		236	3.2%	56
Buy foods specifically labeled as lactose-free		113	1.5%	76
Buy foods specifically labeled as low-calorie		501	6.8%	64
Buy foods specifically labeled as low-carb		299	4.0%	65
Buy foods specifically labeled as low-cholesterol		358	4.8%	71
Buy foods specifically labeled as low-fat		622	8.4%	71
Buy foods specifically labeled as low-sodium		513	6.9%	69
Buy foods specifically labeled as natural/organic		426	5.8%	63
Buy foods specifically labeled as sugar-free		793	10.7%	102
Used meal/dietary/weight loss supplement last 6 mo		323	4.4%	63
Used vitamins/dietary supplements in last 6 months		3,729	50.4%	94
Vitamin/dietary suppl used/6 mo: antioxidant		190	2.6%	103
Vitamin/dietary suppl used/6 mo: B complex		308	4.2%	77
Vitamin/dietary suppl used/6 mo: B complex+C		158	2.1%	96
Vitamin/dietary suppl used/6 mo: B-6		143	1.9%	90
Vitamin/dietary suppl used/6 mo: B-12		356	4.8%	67
Vitamin/dietary suppl used/6 mo: C		645	8.7%	104
Vitamin/dietary suppl used/6 mo: calcium		857	11.6%	100
Vitamin/dietary suppl used/6 mo: D		815	11.0%	97
Vitamin/dietary suppl used/6 mo: E		326	4.4%	106
Vitamin/dietary suppl used/6 mo: glucosamine		250	3.4%	82
Vitamin/dietary suppl used/6 mo: iron		187	2.5%	82
Vitamin/dietary suppl used/6 mo: multiple formula		906	12.2%	99
Vitamin/dietary suppl used/6 mo: multiple w/iron		202	2.7%	66
Vitamin/dietary suppl used/6 mo: mult w/minerals		387	5.2%	92
Vitamin/dietary suppl used/6 mo: zinc		123	1.7%	79
Vitamin/dietary suppl used/6 mo: Caltrate 600		233	3.1%	106
Vitamin/dietary suppl used/6 mo: Centrum		211	2.9%	64
Vitamin/dietary suppl used/6 mo: Nature Made		361	4.9%	66
Primary caregiver/caretaker		540	7.3%	100

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	5,715	77.3%	102
Visited doctor in last 12 months: 1-2 times	1,953	26.4%	110
Visited doctor in last 12 months: 3-5 times	1,603	21.7%	100
Visited doctor in last 12 months: 6+ times	2,159	29.2%	96
Visited doctor in last 12 mo: allergist	107	1.4%	74
Visited doctor in last 12 mo: cardiologist	499	6.7%	102
Visited doctor in last 12 mo: chiropractor	837	11.3%	166
Visited doctor in last 12 mo: dentist	2,495	33.7%	95
Visited doctor in last 12 mo: dermatologist	353	4.8%	61
Visited doctor in last 12 mo: ear/nose/throat	250	3.4%	76
Visited doctor in last 12 mo: eye	1,568	21.2%	106
Visited doctor in last 12 mo: gastroenterologist	209	2.8%	73
Visited doctor in last 12 mo: general/family	3,588	48.5%	119
Visited doctor in last 12 mo: internist	271	3.7%	58
Visited doctor in last 12 mo: physical therapist	246	3.3%	75
Visited doctor in last 12 mo: podiatrist	168	2.3%	81
Visited doctor in last 12 mo: urologist	228	3.1%	80
Visited nurse practitioner in last 12 months	403	5.4%	121
Wear regular/sun/tinted prescription eyeglasses	2,578	34.8%	101
Wear bi-focals	1,702	23.0%	144
Wear disposable contact lenses	419	5.7%	81
Wear soft contact lenses	454	6.1%	62
Wear transition lenses	439	5.9%	114
Spent on eyeglasses in last 12 mo: <\$100	189	2.6%	96
Spent on eyeglasses in last 12 mo: \$100-\$199	274	3.7%	88
Spent on eyeglasses in last 12 mo: \$200-\$249	213	2.9%	94
Spent on eyeglasses in last 12 mo: \$250+	739	10.0%	111
Spent on contact lenses in last 12 mo: <\$100	172	2.3%	88
Spent on contact lenses in last 12 mo: \$100-\$199	226	3.1%	77
Spent on contact lenses in last 12 mo: \$200+	181	2.4%	68
Bought prescription eyewear: discount optical ctr	511	6.9%	84
Bought prescription eyewear: private eye doctor	2,368	32.0%	129
Bought prescription eyewear: retail optical chain	747	10.1%	88
Used prescription drug for allergy/hay fever	396	5.4%	84
Used prescription drug for anxiety/panic	424	5.7%	124
Used prescr drug for arthritis/osteoarthritis	337	4.6%	140
Used prescr drug for rheumatoid arthritis	262	3.5%	145
Used prescription drug for asthma	271	3.7%	88
Used prescription drug for backache/back pain	563	7.6%	104
Used prescription drug for depression	701	9.5%	148
Used prescr drug for diabetes (insulin dependent)	263	3.6%	175
Used prescr drug for diabetes (non-insulin depend)	322	4.4%	110
Used prescription drug for eczema/skin itch/rash	133	1.8%	94
Used prescription drug for heartburn/acid reflux	596	8.1%	133
Used prescription drug for high blood pressure	1,247	16.9%	127
Used prescription drug for high cholesterol	680	9.2%	102
Used prescription drug for migraine headache	250	3.4%	109
Used prescr drug for sinus congestion/headache	254	3.4%	82
Used prescription drug for urinary tract infection	192	2.6%	93
Used last 6 mo: adhesive bandages	4,468	60.4%	108

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	851	11.5%	108
Used last 6 mo: children`s cold tablets/liquids	957	12.9%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,525	47.6%	99
Used last 6 mo: contact lens cleaning solution	663	9.0%	69
Used last 6 mo: cotton swabs	3,420	46.2%	96
Used last 6 mo: children`s cough syrup	987	13.3%	93
Used last 6 mo: cough syrup/suppressant(nonprescr)	2,243	30.3%	91
Used last 6 mo: eye wash/drops	2,047	27.7%	95
Used last 6 mo: headache/pain reliever (nonprescr)	6,195	83.7%	102
Used last 6 mo: heartburn/indigest/diarrhea remedy	3,874	52.4%	116
Used last 6 mo: hemorrhoid remedy	556	7.5%	94
Used last 6 mo: lactose intolerance product	176	2.4%	64
Used last 6 mo: laxative/fiber supplement	979	13.2%	85
Used last 6 mo: medicated skin cream/lotion/spray	1,910	25.8%	89
Used last 6 mo: nasal spray	1,108	15.0%	93
Used last 6 mo: pain reliever/fever reducer (kids)	1,529	20.7%	94
Used last 6 mo: pain relieving rub/liquid/patch	1,698	23.0%	104
Used last 6 mo: sleeping aid/snore relief	465	6.3%	81
Used last 6 mo: sore throat remedy/cough drops	3,617	48.9%	101
Used last 12 mo: sunburn remedy	979	13.2%	95
Used last 12 mo: suntan/sunscreen product	2,284	30.9%	81
Used last 12 mo: SPF 15 suntan/sunscreen product	619	8.4%	84
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	1,043	14.1%	85
Used last 12 mo: SPF 50+ suntan/sunscreen product	518	7.0%	65
Used last 6 mo: toothache/gum/canker sore remedy	848	11.5%	111
Used last 6 mo: vitamins/nutritional suppl (kids)	1,048	14.2%	95
Used body powder in last 6 months	1,793	24.2%	102
Used body wash/shower gel in last 6 months	4,199	56.8%	100
Used breath freshener in last 6 months	2,590	35.0%	83
Used breath freshener in last 6 mo: gum	1,595	21.6%	78
Used breath freshener in last 6 mo: mints	1,195	16.2%	91
Used breath freshener in last 6 mo: spray/drops	106	1.4%	71
Used breath freshener in last 6 mo: thin film	146	2.0%	77
Used breath freshener 8+ times in last 7 days	716	9.7%	87
Used complexion care product in last 6 months	2,867	38.8%	82
Used complexion care prod in last 6 mo: astringent	372	5.0%	83
Used complexion care prod in last 6 mo: cleanser	1,383	18.7%	74
Used complexion care prod in last 6 mo: toner	345	4.7%	71
Used dental floss in last 6 months	3,760	50.8%	82
Used dental rinse in last 6 months	1,207	16.3%	75
Used denture adhesive/fixative in last 6 months	759	10.3%	164
Used denture cleaner in last 6 months	1,316	17.8%	162
Used deodorant/antiperspirant in last 6 months	6,870	92.9%	100
Used disposable razor in last 6 months	4,346	58.7%	106
Used electric shaver in last 6 months	1,498	20.2%	113

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	2,531	34.2%	80
Used personal foot care product in last 6 months	1,427	19.3%	89
Used hair coloring product (at home) last 6 months	1,215	16.4%	85
Used hair conditioner (at home) in last 6 months	4,272	57.7%	94
Used hair conditioning treatment (at home)/6 mo	1,294	17.5%	77
Used hair growth product in last 6 months	120	1.6%	61
Used hair spray (at home) in last 6 months	2,684	36.3%	106
Used hair styling gel/lotion/mousse in last 6 mo	2,157	29.2%	84
Used hand & body cream/lotion/oil in last 6 months	5,058	68.4%	94
Used lip care product in last 6 months	4,641	62.7%	102
Used liquid soap/hand sanitizer in last 6 months	5,578	75.4%	97
Used mouthwash in last 6 months	4,437	60.0%	91
Used mouthwash 8+ times in last 7 days	980	13.2%	81
Used shampoo (at home) in last 6 months	6,960	94.1%	103
Used shaving cream/gel in last 6 months	3,789	51.2%	102
Bought toothbrush in last 6 months	5,875	79.4%	94
Bought electric toothbrush in last 6 months	296	4.0%	55
Used toothpaste in last 6 months	6,657	90.0%	94
Used toothpaste (gel) in last 6 months	2,151	29.1%	107
Used toothpaste (paste) in last 6 months	3,270	44.2%	88
Used whitening toothpaste in last 6 months	2,374	32.1%	98
Used toothpaste with baking soda in last 6 months	1,279	17.3%	83
Used toothpaste for sensitive teeth in last 6 mo	867	11.7%	109
Used tooth whitener (not toothpaste) in last 6 mo	411	5.6%	57
Used tooth whitener (strips) in last 6 months	260	3.5%	66
Visited a day spa in last 6 months	230	3.1%	55
Purchased product at salon/day spa in last 6 mo	321	4.3%	66
Professional srv last 6 mo: haircut	4,500	60.8%	96
Professional srv last 6 mo: hair color/highlights	1,027	13.9%	83
Professional srv last 6 mo: facial	119	1.6%	49
Professional srv last 6 mo: massage	290	3.9%	48
Professional srv last 6 mo: manicure	425	5.7%	45
Professional srv last 6 mo: pedicure	575	7.8%	50
Spent \$150+ at barber shops in last 6 months	114	1.5%	61
Spent \$150+ at beauty salons in last 6 months	585	7.9%	74

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Finances Market Potential

152 W Jourdan St, Newton, Illinois, 62448
 Ring: 12 miles radius

Contact Ken Larimore at (618)783-3409

Latitude: 38.99089
 Longitude: -88.16191

Demographic Summary		2013	2018	
Population		9,468	9,365	
Population 18+		7,398	7,365	
Households		3,862	3,846	
Median Household Income		\$48,564	\$52,540	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Did banking in person in last 12 months		4,941	66.8%	120
Bank/financial institution used: Bank of America		443	6.0%	39
Bank/financial institution used: Capital One		154	2.1%	53
Bank/financial institution used: Chase		387	5.2%	44
Bank/financial institution used: Citibank		117	1.6%	43
Bank/financial institution used: HSBC		132	1.8%	84
Bank/financial institution used: PNC		156	2.1%	70
Bank/financial institution used: U.S. Bank		235	3.2%	106
Bank/financial institution used: Wells Fargo		472	6.4%	56
Bank/financial institution used: credit union		1,165	15.7%	92
Did banking by mail in last 12 months		301	4.1%	109
Did banking by phone in last 12 months		687	9.3%	106
Did banking online in last 12 months		2,026	27.4%	80
Did banking on mobile device in last 12 months		295	4.0%	55
Used ATM/cash machine in last 12 months		3,136	42.4%	88
Used direct deposit of paycheck in last 12 months		2,840	38.4%	100
Did banking w/paperless statements in last 12 mo		829	11.2%	72
Have interest checking account		2,478	33.5%	116
Have non-interest checking account		2,670	36.1%	126
Have savings account		3,876	52.4%	99
Have overdraft protection		1,856	25.1%	97
Have auto loan		1,522	20.6%	122
Have personal loan for education (student loan)		454	6.1%	89
Have personal loan - not for education		251	3.4%	132
Have home mortgage (1st)		2,392	32.3%	101
Have 2nd mortgage (home equity loan)		428	5.8%	79
Have home equity line of credit		343	4.6%	104
Have personal line of credit		272	3.7%	110
Have 401(k) retirement savings plan		1,128	15.2%	104
Have 403(b) retirement savings plan		164	2.2%	75
Have IRA retirement savings plan		1,064	14.4%	110
Own any securities investment		2,468	33.4%	106
Own any annuity		168	2.3%	77
Own certificate of deposit (more than 6 months)		391	5.3%	124
Own shares in money market fund		264	3.6%	65
Own shares in mutual fund (bonds)		280	3.8%	72
Own shares in mutual fund (stock)		573	7.7%	96
Own any stock		549	7.4%	90
Own common/preferred stock in company you work for		129	1.7%	69
Own common stock in company you don't work for		414	5.6%	94
Own U.S. savings bond		483	6.5%	104
Own investment real estate		233	3.1%	81
Own vacation/weekend home		228	3.1%	84
Used a real estate agent in last 12 months		380	5.1%	92
Used financial planner in last 12 months		395	5.3%	85
Own 1 credit card		1,421	19.2%	125
Own 2 credit cards		1,015	13.7%	103
Own 3 credit cards		698	9.4%	108
Own 4 credit cards		342	4.6%	78
Own 5 credit cards		180	2.4%	71
Own 6+ credit cards		378	5.1%	86

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Finances Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Avg monthly credit card expenditures: <\$111	1,297	17.5%	141
Avg monthly credit card expenditures: \$111-\$225	486	6.6%	101
Avg monthly credit card expenditures: \$226-\$450	367	5.0%	81
Avg monthly credit card expenditures: \$451-\$700	316	4.3%	81
Avg monthly credit card expenditures: \$701-\$1000	215	2.9%	65
Avg monthly credit card expenditures: \$1001+	410	5.5%	61
Own 1 debit card	3,149	42.6%	101
Own 2 debit cards	481	6.5%	70
Own 3+ debit cards	103	1.4%	65
Avg monthly debit card expenditures: <\$91	387	5.2%	119
Avg monthly debit card expenditures: \$91-\$180	412	5.6%	118
Avg monthly debit card expenditures: \$181-\$225	338	4.6%	97
Avg monthly debit card expenditures: \$226-\$450	455	6.2%	75
Avg monthly debit card expenditures: \$451-\$700	451	6.1%	75
Avg monthly debit card expenditures: \$701-\$1000	388	5.2%	83
Avg monthly debit card expenditures: \$1001+	392	5.3%	83
Own/used last 12 mo: any credit/debit card	5,366	72.5%	100
Own/used last 12 mo: any major credit/debit card	4,865	65.8%	101
Own/used last 12 mo: any store credit card	1,735	23.5%	89
Credit/debit card rewards: airline miles	275	3.7%	43
Credit/debit card rewards: cash back	1,238	16.7%	89
Credit/debit card rewards: gasoline discounts	180	2.4%	77
Credit/debit card rewards: gifts	297	4.0%	74
Credit/debit card rewards: hotel/car rental awards	100	1.4%	48
Own/used card last 12 mo: American Express Green	131	1.8%	61
Own/used card last 12 mo: American Express Gold	134	1.8%	58
Own/used card last 12 mo: American Express Platinum	118	1.6%	64
Own/used card last 12 mo: American Express Blue	127	1.7%	52
Own/used card last 12 mo: Discover	840	11.4%	113
Own/used card last 12 mo: MasterCard Standard	902	12.2%	93
Own/used card last 12 mo: MasterCard Gold	400	5.4%	122
Own/used card last 12 mo: MasterCard Platinum	638	8.6%	113
Own/used card last 12 mo: MasterCard debit card	449	6.1%	99
Own/used card last 12 mo: Visa Regular/Classic	1,346	18.2%	93
Own/used card last 12 mo: Visa Gold	267	3.6%	90
Own/used card last 12 mo: Visa Platinum	871	11.8%	109
Own/used card last 12 mo: Visa Signature	137	1.9%	53
Own/used card last 12 mo: Visa debit card	1,475	19.9%	91
Paid bills last 12 mo: by mail	4,810	65.0%	131
Paid bills last 12 mo: online	2,293	31.0%	77
Paid bills last 12 mo: in person	3,203	43.3%	139
Paid bills last 12 mo: by phone using credit card	1,275	17.2%	100
Paid bills last 12 mo: by mobile phone	493	6.7%	88
Paid bills last 12 mo: charged to credit card	667	9.0%	84
Paid bills last 12 mo: deducted from bank account	1,866	25.2%	113
Wired/sent money in last 6 months	1,266	17.1%	86
Wired/sent money in last 6 mo: using MoneyGram	150	2.0%	80
Wired/sent money in last 6 mo: using PayPal	749	10.1%	98
Wired/sent money in last 6 mo: using Western Union	222	3.0%	76

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Finances Market Potential

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wired/sent money in last 6 mo: bank wire transfer	98	1.3%	53
Tax preparation: did manually	816	11.0%	95
Tax preparation: used software (TurboTax)	482	6.5%	67
Tax preparation: used online tax srv (TurboTax)	294	4.0%	81
Tax preparation: used H&R Block on-site	713	9.6%	175
Tax preparation: used CPA/other tax professional	1,704	23.0%	117

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults 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.

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Electronics and Internet Market Potential

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Longitude: -88.16191

Demographic Summary		2013	2018	
Population		9,468	9,365	
Population 18+		7,398	7,365	
Households		3,862	3,846	
Median Household Income		\$48,564	\$52,540	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Own any e-reader/tablet (such as Kindle or iPad)		339	4.6%	47
Own any portable MP3 player		1,716	23.2%	69
Own Apple iPod classic		320	4.3%	45
Own Apple iPod nano		551	7.4%	66
Own Apple iPod shuffle		173	2.3%	49
Own Apple iPod touch		367	5.0%	57
Purchased portable MP3 player in last 12 months		314	4.2%	59
Spent \$200+ on MP3 player in last 12 months		136	1.8%	63
Own digital point & shoot camera		2,452	33.1%	95
Own digital single-lens reflex (SLR) camera		561	7.6%	91
Own Canon camera		1,071	14.5%	84
Own Fujifilm camera		197	2.7%	93
Own Kodak camera		1,062	14.4%	137
Own Nikon camera		620	8.4%	91
Own Olympus camera		193	2.6%	67
Own Panasonic camera		131	1.8%	77
Own Sony camera		409	5.5%	76
Bought any camera in last 12 months		622	8.4%	96
Spent on cameras in last 12 months: \$1-99		1,037	14.0%	132
Spent on cameras in last 12 months: \$100-\$199		312	4.2%	65
Spent on cameras in last 12 months: \$200+		428	5.8%	84
Own telephoto/zoom lens		535	7.2%	111
Own wideangle lens		253	3.4%	94
Own memory card for camera		2,371	32.0%	106
Bought memory card for camera in last 12 months		511	6.9%	106
Own photo paper		1,259	17.0%	102
Own photo printer		1,125	15.2%	103
Printed digital photos in last 12 months		323	4.4%	99
Bought film in last 12 months		704	9.5%	100
Use a computer at work		2,314	31.3%	81
Use desktop computer at work		1,421	19.2%	79
Use laptop/notebook/tablet at work		744	10.1%	76
HH owns a computer		2,584	66.9%	88
Purchased home computer in last 12 months		527	13.6%	86
HH owns desktop computer		1,952	50.5%	97
HH owns laptop/notebook/tablet		1,318	34.1%	72
HH owns netbook		77	2.0%	65
Child (under 18 yrs) uses home computer		665	17.2%	94
HH owns any Apple/Mac brand computer		214	5.5%	46
HH owns any PC/non-Apple brand computer		2,468	63.9%	92
Brand of computer HH owns: Acer		253	6.6%	100
Brand of computer HH owns: Compaq		203	5.3%	92
Brand of computer HH owns: Dell		1,157	30.0%	99
Brand of computer HH owns: Gateway		182	4.7%	93
Brand of computer HH owns: HP		610	15.8%	83

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 2013 and 2018.



Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Brand of computer HH owns: Sony	83	2.1%	69
Brand of computer HH owns: Toshiba	173	4.5%	65
Purchased most recent home computer 1-2 years ago	699	18.1%	95
Purchased most recent home computer 3-4 years ago	479	12.4%	86
Purchased most recent home computer 5+ years ago	332	8.6%	111
Spent on most recent home computer: <\$500	538	13.9%	106
Spent on most recent home computer: \$500-\$999	765	19.8%	96
Spent on most recent home computer: \$1000-\$1499	346	9.0%	83
Spent on most recent home computer: \$1500-\$1999	114	3.0%	59
Spent on most recent home computer: \$2000+	85	2.2%	57
Purch most recent hm computer at computer superstr	371	9.6%	75
Purch most recent hm computer at dept/discount str	360	9.3%	117
Purch most recent hm computer direct from manufact	380	9.8%	85
Purch most recent hm computer at electronics store	337	8.7%	73
Purch most recent hm computer from online-only co.	103	2.7%	72
HH owns Blu-ray drive	121	3.1%	80
HH owns CD drive	1,402	36.3%	94
HH owns DVD drive	731	18.9%	81
HH owns external hard drive	515	13.3%	81
HH owns flash drive	920	23.8%	96
HH owns LAN/network interface card	264	6.8%	82
HH owns inkjet printer	1,427	36.9%	97
HH owns laser printer	426	11.0%	79
HH owns document scanner	695	18.0%	92
HH owns computer speakers	1,280	33.1%	92
HH owns webcam	573	14.8%	82
HH owns wireless router	883	22.9%	75
HH owns software: accounting	228	5.9%	81
HH owns software: communications/fax	186	4.8%	76
HH owns software: database/filing	161	4.2%	63
HH owns software: desktop publishing	276	7.1%	72
HH owns software: education/training	262	6.8%	74
HH owns software: entertainment/games	772	20.0%	84
HH owns software: personal finance/tax prep	366	9.5%	75
HH owns software: presentation graphics	148	3.8%	57
HH owns software: multimedia	393	10.2%	72
HH owns software: networking	415	10.7%	75
HH owns software: online meeting/conference	64	1.7%	54
HH owns software: security/anti-virus	876	22.7%	86
HH owns software: spreadsheet	632	16.4%	78
HH owns software: utility	154	4.0%	68
HH owns software: web authoring	60	1.6%	67
HH owns software: word processing	943	24.4%	78
HH owns camcorder	637	16.5%	95
HH purchased camcorder in last 12 months	58	1.5%	70
HH owns DVD/Blu-ray player	2,275	58.9%	95
HH purchased DVD/Blu-ray player in last 12 months	357	9.2%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns portable GPS navigation device	840	21.8%	83
HH purchased portable GPS navigation device/12 mo	196	5.1%	90
HH owns 1 TV	897	23.2%	117
HH owns 2 TVs	1,071	27.7%	106
HH owns 3 TVs	817	21.2%	98
HH owns 4+ TVs	693	17.9%	89
HH owns DLP TV	64	1.7%	79
HH owns LCD TV	1,299	33.6%	87
HH owns plasma TV	460	11.9%	80
HH owns projection TV	114	3.0%	76
HH has HDTV	1,429	37.0%	88
HH has Internet connectable TV	486	12.6%	82
HH owns miniature screen TV (<13 in)	242	6.3%	104
HH owns regular screen TV (13-26 in)	1,672	43.3%	121
HH owns large screen TV (27-35 in)	1,777	46.0%	114
HH owns big screen TV (36-42 in)	1,037	26.9%	90
HH owns giant screen TV (over 42 in)	601	15.6%	72
Most recent TV purchase: miniature screen (<13 in)	81	2.1%	108
Most recent TV purchase: regular screen (13-26 in)	829	21.5%	126
Most recent TV purchase: large screen (27-35 in)	1,150	29.8%	123
Most recent TV purchase: big screen (36-42 in)	768	19.9%	92
Most recent TV purchase: giant screen (over 42 in)	461	11.9%	74
HH owns video game system	1,398	36.2%	83
HH purchased video game system in last 12 months	213	5.5%	53
HH owns video game system: handheld	547	14.2%	84
HH owns video game system: attached to TV/computer	1,285	33.3%	84
HH owns video game system: Game Boy	182	4.7%	84
HH owns video game system: Game Boy Advance/SP	126	3.3%	88
HH owns video game system: Nintendo DS	264	6.8%	82
HH owns video game system: Nintendo DSi	117	3.0%	82
HH owns video game system: Nintendo Wii	722	18.7%	90
HH owns video game system: Sony PlayStation/PS One	85	2.2%	78
HH owns video game system: PlayStation 2	505	13.1%	107
HH owns video game system: PlayStation 3	284	7.4%	68
HH owns video game system: Sony PSP	98	2.5%	71
HH owns video game system: Xbox	131	3.4%	90
HH owns video game system: Xbox 360	409	10.6%	74
HH purchased 5+ video games in last 12 months	228	5.9%	73
HH spent \$101+ on video games in last 12 months	311	8.1%	72
Have access to Internet at home using a computer	4,914	66.4%	86
Connection to Internet at home: dial-up modem	382	5.2%	182
Connection to Internet at home: cable modem	1,076	14.5%	46
Connection to Internet at home: DSL	1,953	26.4%	134
Connection to Internet at home: fiber optic	118	1.6%	23
Connection to Internet at home: wireless	1,707	23.1%	95
Connection to Internet at home: any high speed	4,287	57.9%	81
Any Internet usage in last 30 days	5,132	69.4%	89
Used Internet/30 days: at home	4,382	59.2%	84
Used Internet/30 days: at work	1,947	26.3%	75
Used Internet/30 days: at school/library	601	8.1%	77

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Used Internet/30 days: not hm/work/school/library	1,017	13.7%	72
Device used to access Internet/30 days: computer	4,961	67.1%	89
Device used to access Internet/30 days: cell phone	1,720	23.2%	62
Used Wi-Fi/wireless connection outside hm/30 days	862	11.7%	51
Internet last 30 days: visited chat room	294	4.0%	73
Internet last 30 days: used email	4,157	56.2%	82
Internet last 30 days: used IM	2,584	34.9%	81
Internet last 30 days: made personal purchase	2,030	27.4%	76
Internet last 30 days: made business purchase	532	7.2%	70
Internet last 30 days: paid bills online	1,931	26.1%	65
Internet last 30 days: looked for employment	716	9.7%	60
Internet last 30 days: traded/tracked investments	454	6.1%	54
Internet last 30 days: made travel plans	584	7.9%	45
Internet last 30 days: obtained new/used car info	577	7.8%	78
Internet last 30 days: obtained financial info	1,266	17.1%	62
Internet last 30 days: obtained medical info	999	13.5%	69
Internet last 30 days: checked movie listing/times	790	10.7%	54
Internet last 30 days: obtained latest news	2,244	30.3%	71
Internet last 30 days: obtained real estate info	458	6.2%	56
Internet last 30 days: obtained sports news/info	1,470	19.9%	73
Internet last 30 days: visited online blog	394	5.3%	43
Internet last 30 days: wrote online blog	131	1.8%	49
Internet last 30 days: used online dating website	56	0.8%	49
Internet last 30 days: played games online	1,572	21.2%	86
Internet last 30 days: sent greeting card	283	3.8%	69
Internet last 30 days: made phone call	301	4.1%	38
Internet last 30 days: shared photos via website	1,399	18.9%	73
Internet last 30 days: looked for recipes	1,581	21.4%	75
Internet last 30 days: added video to website	219	3.0%	57
Internet last 30 days: downloaded a movie	250	3.4%	57
Internet last 30 days: downloaded music	1,000	13.5%	62
Internet last 30 days: downloaded podcast	119	1.6%	45
Internet last 30 days: downloaded TV program	129	1.7%	47
Internet last 30 days: downloaded a video game	336	4.5%	69
Internet last 30 days: watched movie online	430	5.8%	52
Internet last 30 days: watched TV program online	550	7.4%	60
Visited any Spanish language website last 30 days	73	1.0%	36
Visited website in last 30 days: facebook.com	2,741	37.1%	81
Visited website in last 30 days: LinkedIn.com	168	2.3%	37
Visited website in last 30 days: MySpace.com	289	3.9%	73
Visited website in last 30 days: photobucket.com	122	1.6%	63
Visited website in last 30 days: shutterfly.com	114	1.5%	56
Visited website in last 30 days: twitter.com	192	2.6%	42
Visited website in last 30 days: YouTube.com	1,746	23.6%	66
Used website/search engine/30 days: ask.com	461	6.2%	90
Used website/search engine/30 days: bing.com	1,043	14.1%	85
Used website/search engine/30 days: google.com	4,237	57.3%	84
Used website/search engine/30 days: yahoo.com	2,286	30.9%	80
Visited news website in last 30 days: ABCnews.com	168	2.3%	68
Visited news website in last 30 days: CBSnews.com	145	2.0%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: cnn.com	282	3.8%	40
Visited news website in last 30 days: foxnews.com	350	4.7%	62
Visited news website in last 30 days: msnbc.com	421	5.7%	88
Visited news website in last 30 days: Yahoo! News	656	8.9%	65

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