



Retail Marketplace Potential

LaSalle County, IL (17099)

Geography: County

Demographic Summary		2018	2023
Population		112,097	109,787
Population 18+		89,138	87,410
Households		44,633	43,790
Median Household Income		\$55,284	\$64,003

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	43,070	48.3%	102
Bought any women's clothing in last 12 months	38,067	42.7%	99
Bought clothing for child <13 years in last 6 months	23,794	26.7%	99
Bought any shoes in last 12 months	45,951	51.6%	97
Bought costume jewelry in last 12 months	14,299	16.0%	88
Bought any fine jewelry in last 12 months	14,758	16.6%	93
Bought a watch in last 12 months	13,150	14.8%	93
Automobiles (Households)			
HH owns/leases any vehicle	39,337	88.1%	103
HH bought/leased new vehicle last 12 mo	3,868	8.7%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	78,605	88.2%	103
Bought/changed motor oil in last 12 months	46,864	52.6%	110
Had tune-up in last 12 months	21,063	23.6%	92
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	58,985	66.2%	95
Drank regular cola in last 6 months	42,241	47.4%	107
Drank beer/ale in last 6 months	36,091	40.5%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	10,440	11.7%	100
Own digital SLR camera/camcorder	5,942	6.7%	86
Printed digital photos in last 12 months	20,426	22.9%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	31,960	35.9%	99
Have a smartphone	65,908	73.9%	93
Have a smartphone: Android phone (any brand)	35,685	40.0%	103
Have a smartphone: Apple iPhone	27,076	30.4%	79
Number of cell phones in household: 1	14,416	32.3%	105
Number of cell phones in household: 2	18,113	40.6%	106
Number of cell phones in household: 3+	10,211	22.9%	83
HH has cell phone only (no landline telephone)	23,978	53.7%	102
Computers (Households)			
HH owns a computer	31,232	70.0%	94
HH owns desktop computer	16,820	37.7%	98
HH owns laptop/notebook	23,135	51.8%	92
HH owns any Apple/Mac brand computer	5,042	11.3%	64
HH owns any PC/non-Apple brand computer	27,972	62.7%	100
HH purchased most recent computer in a store	16,552	37.1%	100
HH purchased most recent computer online	4,992	11.2%	83
Spent <\$500 on most recent home computer	7,855	17.6%	116
Spent \$500-\$999 on most recent home computer	8,049	18.0%	102
Spent \$1,000-\$1,499 on most recent home computer	3,546	7.9%	84
Spent \$1,500-\$1,999 on most recent home computer	1,420	3.2%	69
Spent \$2,000+ on most recent home computer	1,128	2.5%	62

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 2018 and 2023.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	58,806	66.0%	105
Bought brewed coffee at convenience store in last 30 days	13,050	14.6%	108
Bought cigarettes at convenience store in last 30 days	12,523	14.0%	129
Bought gas at convenience store in last 30 days	38,996	43.7%	119
Spent at convenience store in last 30 days: <\$20	5,861	6.6%	91
Spent at convenience store in last 30 days: \$20-\$39	8,856	9.9%	104
Spent at convenience store in last 30 days: \$40-\$50	7,601	8.5%	103
Spent at convenience store in last 30 days: \$51-\$99	5,656	6.3%	114
Spent at convenience store in last 30 days: \$100+	23,116	25.9%	117
Entertainment (Adults)			
Attended a movie in last 6 months	48,597	54.5%	92
Went to live theater in last 12 months	7,983	9.0%	77
Went to a bar/night club in last 12 months	15,802	17.7%	102
Dined out in last 12 months	45,268	50.8%	100
Gambled at a casino in last 12 months	10,830	12.1%	94
Visited a theme park in last 12 months	12,714	14.3%	75
Viewed movie (video-on-demand) in last 30 days	12,858	14.4%	79
Viewed TV show (video-on-demand) in last 30 days	9,974	11.2%	80
Watched any pay-per-view TV in last 12 months	7,081	7.9%	72
Downloaded a movie over the Internet in last 30 days	6,067	6.8%	75
Downloaded any individual song in last 6 months	15,227	17.1%	85
Watched a movie online in the last 30 days	16,183	18.2%	76
Watched a TV program online in last 30 days	11,957	13.4%	75
Played a video/electronic game (console) in last 12 months	8,822	9.9%	108
Played a video/electronic game (portable) in last 12 months	4,355	4.9%	94
Financial (Adults)			
Have home mortgage (1st)	28,264	31.7%	100
Used ATM/cash machine in last 12 months	44,298	49.7%	93
Own any stock	5,065	5.7%	79
Own U.S. savings bond	4,464	5.0%	104
Own shares in mutual fund (stock)	5,341	6.0%	87
Own shares in mutual fund (bonds)	3,650	4.1%	86
Have interest checking account	27,290	30.6%	104
Have non-interest checking account	27,697	31.1%	105
Have savings account	51,866	58.2%	100
Have 401K retirement savings plan	13,533	15.2%	98
Own/used any credit/debit card in last 12 months	68,988	77.4%	97
Avg monthly credit card expenditures: <\$111	12,575	14.1%	117
Avg monthly credit card expenditures: \$111-\$225	7,234	8.1%	113
Avg monthly credit card expenditures: \$226-\$450	6,291	7.1%	105
Avg monthly credit card expenditures: \$451-\$700	4,579	5.1%	83
Avg monthly credit card expenditures: \$701-\$1,000	4,169	4.7%	80
Avg monthly credit card expenditures: \$1,001+	6,118	6.9%	63
Did banking online in last 12 months	31,908	35.8%	91
Did banking on mobile device in last 12 months	18,733	21.0%	89
Paid bills online in last 12 months	40,292	45.2%	92

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32,070	71.9%	105
Used bread in last 6 months	42,141	94.4%	101
Used chicken (fresh or frozen) in last 6 months	30,371	68.0%	99
Used turkey (fresh or frozen) in last 6 months	7,207	16.1%	105
Used fish/seafood (fresh or frozen) in last 6 months	22,720	50.9%	93
Used fresh fruit/vegetables in last 6 months	38,621	86.5%	99
Used fresh milk in last 6 months	39,029	87.4%	102
Used organic food in last 6 months	7,222	16.2%	68
Health (Adults)			
Exercise at home 2+ times per week	22,411	25.1%	90
Exercise at club 2+ times per week	9,790	11.0%	76
Visited a doctor in last 12 months	69,633	78.1%	102
Used vitamin/dietary supplement in last 6 months	46,826	52.5%	97
Home (Households)			
Any home improvement in last 12 months	13,637	30.6%	110
Used housekeeper/maid/professional HH cleaning service in last 12	4,370	9.8%	70
Purchased low ticket HH furnishings in last 12 months	7,356	16.5%	98
Purchased big ticket HH furnishings in last 12 months	9,399	21.1%	96
Bought any small kitchen appliance in last 12 months	9,729	21.8%	97
Bought any large kitchen appliance in last 12 months	6,650	14.9%	106
Insurance (Adults/Households)			
Currently carry life insurance	42,821	48.0%	108
Carry medical/hospital/accident insurance	67,936	76.2%	102
Carry homeowner insurance	47,279	53.0%	112
Carry renter's insurance	6,869	7.7%	90
Have auto insurance: 1 vehicle in household covered	13,755	30.8%	101
Have auto insurance: 2 vehicles in household covered	12,860	28.8%	100
Have auto insurance: 3+ vehicles in household covered	11,239	25.2%	110
Pets (Households)			
Household owns any pet	27,866	62.4%	115
Household owns any cat	13,329	29.9%	130
Household owns any dog	21,277	47.7%	114
Psychographics (Adults)			
Buying American is important to me	42,686	47.9%	118
Usually buy items on credit rather than wait	10,631	11.9%	91
Usually buy based on quality - not price	16,721	18.8%	97
Price is usually more important than brand name	27,408	30.7%	110
Usually use coupons for brands I buy often	17,976	20.2%	112
Am interested in how to help the environment	13,017	14.6%	80
Usually pay more for environ safe product	10,626	11.9%	84
Usually value green products over convenience	8,739	9.8%	87
Likely to buy a brand that supports a charity	30,377	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	8,843	9.9%	74
Bought hardcover book in last 12 months	16,202	18.2%	91
Bought paperback book in last 12 month	24,631	27.6%	95
Read any daily newspaper (paper version)	21,378	24.0%	116
Read any digital newspaper in last 30 days	28,991	32.5%	86
Read any magazine (paper/electronic version) in last 6 months	80,349	90.1%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	67,846	76.1%	101
Went to family restaurant/steak house: 4+ times a month	22,841	25.6%	95
Went to fast food/drive-in restaurant in last 6 months	81,581	91.5%	101
Went to fast food/drive-in restaurant 9+ times/mo	34,745	39.0%	98
Fast food/drive-in last 6 months: eat in	34,770	39.0%	106
Fast food/drive-in last 6 months: home delivery	6,729	7.5%	90
Fast food/drive-in last 6 months: take-out/drive-thru	45,533	51.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	17,229	19.3%	92
Television & Electronics (Adults/Households)			
Own any tablet	37,091	41.6%	91
Own any e-reader	5,419	6.1%	82
Own e-reader/tablet: iPad	19,008	21.3%	80
HH has Internet connectable TV	10,699	24.0%	93
Own any portable MP3 player	17,017	19.1%	89
HH owns 1 TV	8,430	18.9%	90
HH owns 2 TVs	12,327	27.6%	102
HH owns 3 TVs	10,132	22.7%	108
HH owns 4+ TVs	8,270	18.5%	104
HH subscribes to cable TV	18,104	40.6%	91
HH subscribes to fiber optic	1,866	4.2%	53
HH owns portable GPS navigation device	11,980	26.8%	108
HH purchased video game system in last 12 mos	2,904	6.5%	76
HH owns any Internet video device for TV	7,539	16.9%	83
Travel (Adults)			
Domestic travel in last 12 months	41,778	46.9%	90
Took 3+ domestic non-business trips in last 12 months	8,546	9.6%	81
Spent on domestic vacations in last 12 months: <\$1,000	9,671	10.8%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,648	5.2%	87
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,893	3.2%	82
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,699	3.0%	79
Spent on domestic vacations in last 12 months: \$3,000+	3,853	4.3%	69
Domestic travel in the 12 months: used general travel website	4,581	5.1%	74
Foreign travel in last 3 years	15,413	17.3%	65
Took 3+ foreign trips by plane in last 3 years	1,949	2.2%	45
Spent on foreign vacations in last 12 months: <\$1,000	2,731	3.1%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,010	2.3%	60
Spent on foreign vacations in last 12 months: \$3,000+	2,769	3.1%	52
Foreign travel in last 3 years: used general travel website	3,008	3.4%	56
Nights spent in hotel/motel in last 12 months: any	35,402	39.7%	91
Took cruise of more than one day in last 3 years	5,144	5.8%	67
Member of any frequent flyer program	8,640	9.7%	56
Member of any hotel rewards program	11,793	13.2%	79

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