

Putnam County, IL (17155), LaSalle County, IL (17099) et al.
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Geography: County

Demographic Summary		2024	2029
Population		145,078	141,896
Population 18+		115,736	114,699
Households		61,229	61,195
Median Household Income		\$68,265	\$78,921

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	73,834	63.8%	101
Bought Women`s Clothing/12 Mo	59,520	51.4%	98
Bought Shoes/12 Mo	86,451	74.7%	99
Bought Fine Jewelry/12 Mo	22,025	19.0%	87
Bought Watch/12 Mo	14,372	12.4%	94
Automobiles (Households)			
HH Owns or Leases Any Vehicle	57,392	93.7%	103
HH Bought or Leased New Vehicle/12 Mo	5,412	8.8%	96
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	108,087	93.4%	104
Bought or Changed Motor Oil/12 Mo	68,996	59.6%	111
Had Vehicle Tune-Up/12 Mo	26,354	22.8%	95
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	44,962	38.8%	104
Drank Beer or Ale/6 Mo	43,524	37.6%	98
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	12,109	10.5%	107
Own Digital SLR Camera or Camcorder	11,127	9.6%	92
Printed Digital Photos/12 Mo	31,082	26.9%	103
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	41,286	35.7%	99
Have a Smartphone	107,439	92.8%	99
Have Android Phone (Any Brand) Smartphone	51,908	44.9%	117
Have Apple iPhone Smartphone	56,592	48.9%	85
HH Owns 1 Cell Phone	19,205	31.4%	104
HH Owns 2 Cell Phones	24,677	40.3%	102
HH Owns 3+ Cell Phones	16,144	26.4%	92
HH Has Cell Phone Only (No Landline Telephone)	45,115	73.7%	102
Computers (Households)			
HH Owns Computer	50,056	81.8%	97
HH Owns Desktop Computer	23,909	39.0%	101
HH Owns Laptop or Notebook	40,019	65.4%	94
HH Owns Apple/Mac Brand Computer	11,188	18.3%	74
HH Owns PC/Non-Apple Brand Computer	43,754	71.5%	102
HH Purchased Most Recent Home Computer at Store	23,327	38.1%	102
HH Purchased Most Recent Home Computer Online	15,776	25.8%	94
HH Spent \$1-499 on Most Recent Home Computer	9,987	16.3%	118
HH Spent \$500-999 on Most Recent Home Computer	12,064	19.7%	104
HH Spent \$1K-1499 on Most Recent Home Computer	6,191	10.1%	89
HH Spent \$1500-1999 on Most Recent Home Computer	1,925	3.1%	78
HH Spent \$2K+ on Most Recent Home Computer	2,861	4.7%	77

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 2024 and 2029.

Retail Marketplace Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	81,597	70.5%	108
Bought Brewed Coffee at C-Store/30 Days	15,737	13.6%	109
Bought Cigarettes at C-Store/30 Days	9,725	8.4%	138
Bought Gas at C-Store/30 Days	55,291	47.8%	119
Spent \$1-19 at C-Store/30 Days	7,634	6.6%	97
Spent \$20-39 at C-Store/30 Days	9,311	8.0%	96
Spent \$40-50 at C-Store/30 Days	7,837	6.8%	102
Spent \$51-99 at C-Store/30 Days	7,630	6.6%	117
Spent \$100+ at C-Store/30 Days	33,683	29.1%	123
Entertainment (Adults)			
Attended Movie/6 Mo	46,673	40.3%	92
Went to Live Theater/12 Mo	9,073	7.8%	90
Went to Bar or Night Club/12 Mo	20,856	18.0%	102
Dined Out/12 Mo	65,596	56.7%	101
Gambled at Casino/12 Mo	13,609	11.8%	99
Visited Theme Park/12 Mo	14,998	13.0%	82
Viewed Movie (Video-on-Demand)/30 Days	8,878	7.7%	82
Viewed TV Show (Video-on-Demand)/30 Days	6,292	5.4%	83
Used Internet to Download Movie/30 Days	5,488	4.7%	76
Downloaded Individual Song/6 Mo	20,221	17.5%	90
Used Internet to Watch Movie/30 Days	33,496	28.9%	85
Used Internet to Watch TV Program/30 Days	22,993	19.9%	89
Played (Console) Video or Electronic Game/12 Mo	14,234	12.3%	97
Played (Portable) Video or Electronic Game/12 Mo	7,674	6.6%	96
Financial (Adults)			
Have 1st Home Mortgage	42,687	36.9%	101
Used ATM or Cash Machine/12 Mo	69,357	59.9%	98
Own Any Stock	15,185	13.1%	88
Own U.S. Savings Bonds	8,700	7.5%	102
Own Shares in Mutual Fund (Stocks)	14,578	12.6%	94
Own Shares in Mutual Fund (Bonds)	8,951	7.7%	93
Have Interest Checking Account	46,102	39.8%	102
Have Non-Interest Checking Account	46,286	40.0%	108
Have Savings Account	84,070	72.6%	100
Have 401(k) Retirement Savings Plan	28,534	24.7%	101
Own or Used Any Credit/Debit Card/12 Mo	107,130	92.6%	100
Avg \$1-110 Monthly Credit Card Expenditures	14,341	12.4%	121
Avg \$111-225 Monthly Credit Card Expenditures	7,553	6.5%	95
Avg \$226-450 Monthly Credit Card Expenditures	10,352	8.9%	102
Avg \$451-700 Monthly Credit Card Expenditures	10,254	8.9%	95
Avg \$701-1000 Monthly Credit Card Expenditures	8,376	7.2%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	12,390	10.7%	89
Avg \$2001+ Monthly Credit Card Expenditures	11,498	9.9%	79
Did Banking Online/12 Mo	64,880	56.1%	98
Did Banking by Mobile Device/12 Mo	52,317	45.2%	94

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Grocery (Adults)			
HH Used Bread/6 Mo	58,376	95.3%	101
HH Used Chicken (Fresh or Frozen)/6 Mo	47,259	77.2%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	13,130	21.4%	104
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	34,448	56.3%	96
HH Used Fresh Fruit or Vegetables/6 Mo	54,120	88.4%	99
HH Used Fresh Milk/6 Mo	52,410	85.6%	104
HH Used Organic Food/6 Mo	12,080	19.7%	77
Health (Adults)			
Exercise at Home 2+ Times/Wk	52,488	45.4%	94
Exercise at Club 2+ Times/Wk	10,952	9.5%	81
Visited Doctor/12 Mo	93,842	81.1%	102
Used Vitamins or Dietary Supplements/6 Mo	75,311	65.1%	98
Home (Households)			
HH Did Home Improvement/12 Mo	23,834	38.9%	107
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	20,737	33.9%	97
HH Purchased Low Ticket HH Furnishing/12 Mo	14,318	23.4%	104
HH Purchased Big Ticket HH Furnishing/12 Mo	15,361	25.1%	97
HH Bought Small Kitchen Appliance/12 Mo	14,540	23.7%	95
HH Bought Large Kitchen Appliance/12 Mo	9,867	16.1%	100
Insurance (Adults/Households)			
Currently Carry Life Insurance	64,047	55.3%	108
Personally Carry Any Med/Hosp/Accident Insur	101,185	87.4%	103
Homeowner Carries Home/Personal Property Insurance	77,788	67.2%	111
Renter Carries Home/Pers Property Insurance	12,798	11.1%	86
HH Has 1 Vehicle Covered w/Auto Insurance	19,815	32.4%	101
HH Has 2 Vehicles Covered w/Auto Insurance	18,739	30.6%	97
HH Has 3+ Vehicles Covered w/Auto Insurance	17,961	29.3%	113
Pets (Households)			
HH Owns Any Pet	35,712	58.3%	115
HH Owns Cat	18,452	30.1%	128
HH Owns Dog	27,667	45.2%	117
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	15,358	13.3%	78
Buying American Is Important: 4-Agr Cmpl	41,044	35.5%	122
Buy Based on Quality Not Price: 4-Agr Cmpl	15,036	13.0%	90
Buy on Credit Rather Than Wait: 4-Agr Cmpl	13,203	11.4%	92
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	11,970	10.3%	102
Will Pay More for Env Safe Prods: 4-Agr Cmpl	10,519	9.1%	81
Buy Based on Price Not Brands: 4-Agr Cmpl	33,076	28.6%	107
Reading (Adults)			
Bought Digital Book/12 Mo	19,177	16.6%	91
Bought Hardcover Book/12 Mo	30,474	26.3%	98
Bought Paperback Book/12 Mo	37,526	32.4%	94
Read Daily Newspaper (Paper Version)	14,299	12.4%	114
Read Digital Newspaper/30 Days	60,285	52.1%	89
Read Magazine (Paper/Electronic Vers)/6 Mo	97,001	83.8%	96

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Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	83,729	72.3%	101
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	27,444	23.7%	102
Went to Fast Food/Drive-In Restaurant/6 Mo	106,596	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	46,533	40.2%	101
Ordered Eat-In Fast Food/6 Mo	34,993	30.2%	105
Ordered Home Delivery Fast Food/6 Mo	12,250	10.6%	82
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	67,852	58.6%	111
Ordered Take-Out/Walk-In Fast Food/6 Mo	22,826	19.7%	87
Television & Electronics (Adults/Households)			
Own Tablet	63,890	55.2%	96
Own E-Reader	16,139	13.9%	88
Own E-Reader/Tablet: Apple iPad	35,696	30.8%	84
HH Owns Internet Connectable TV	25,413	41.5%	101
Own Portable MP3 Player	11,270	9.7%	109
HH Owns 1 TV	10,401	17.0%	92
HH Owns 2 TVs	16,968	27.7%	100
HH Owns 3 TVs	14,087	23.0%	103
HH Owns 4+ TVs	14,971	24.5%	110
HH Subscribes to Cable TV	18,184	29.7%	96
HH Subscribes to Fiber Optic TV	1,928	3.1%	62
HH Owns Portable GPS Device	13,817	22.6%	122
HH Purchased Video Game System/12 Mo	3,245	5.3%	68
HH Owns Internet Video Device for TV	32,026	52.3%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	65,594	56.7%	97
Took 3+ Domestic Non-Business Trips/12 Mo	17,794	15.4%	94
Spent \$1-999 on Domestic Vacations/12 Mo	14,552	12.6%	103
Spent \$1K-1499 on Domestic Vacations/12 Mo	7,600	6.6%	96
Spent \$1500-1999 on Domestic Vacations/12 Mo	4,929	4.3%	96
Spent \$2K-2999 on Domestic Vacations/12 Mo	6,336	5.5%	105
Spent \$3K+ on Domestic Vacations/12 Mo	10,455	9.0%	93
Used Intrnt Travel Site for Domestic Trip/12 Mo	6,382	5.5%	88
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	24,420	21.1%	70
Took 3+ Foreign Trips by Plane/3 Yrs	3,423	3.0%	54
Spent \$1-999 on Foreign Vacations/12 Mo	4,575	4.0%	71
Spent \$1K-2999 on Foreign Vacations/12 Mo	2,327	2.0%	60
Spent \$3K+ on Foreign Vacations/12 Mo	4,157	3.6%	60
Used General Travel Site: Foreign Trip/3 Yrs	4,370	3.8%	67
Spent Night at Hotel or Motel/12 Mo	56,083	48.5%	96
Took Cruise of More Than One Day/3 Yrs	8,029	6.9%	82
Member of Frequent Flyer Program	23,317	20.1%	72
Member of Hotel Rewards Program	30,790	26.6%	91

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