

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

Demographic Summary		2013	2018
Population		199,077	202,652
Population 18+		153,668	157,366
Households		83,972	85,660
Median Household Income		\$50,987	\$58,130

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Own any e-reader/tablet (such as Kindle or iPad)	13,714	8.9%	91
Own any portable MP3 player	52,132	33.9%	101
Own Apple iPod classic	14,133	9.2%	96
Own Apple iPod nano	17,339	11.3%	101
Own Apple iPod shuffle	7,042	4.6%	97
Own Apple iPod touch	12,679	8.3%	95
Purchased portable MP3 player in last 12 months	11,333	7.4%	103
Spent \$200+ on MP3 player in last 12 months	4,737	3.1%	106
Own digital point & shoot camera	56,537	36.8%	106
Own digital single-lens reflex (SLR) camera	12,848	8.4%	100
Own Canon camera	25,721	16.7%	97
Own Fujifilm camera	4,625	3.0%	106
Own Kodak camera	18,113	11.8%	112
Own Nikon camera	14,634	9.5%	104
Own Olympus camera	6,141	4.0%	102
Own Panasonic camera	3,473	2.3%	98
Own Sony camera	11,597	7.5%	104
Bought any camera in last 12 months	13,804	9.0%	103
Spent on cameras in last 12 months: \$1-99	17,208	11.2%	106
Spent on cameras in last 12 months: \$100-\$199	10,589	6.9%	106
Spent on cameras in last 12 months: \$200+	10,498	6.8%	99
Own telephoto/zoom lens	10,250	6.7%	103
Own wideangle lens	5,721	3.7%	102
Own memory card for camera	49,980	32.5%	108
Bought memory card for camera in last 12 months	10,519	6.8%	105
Own photo paper	27,505	17.9%	107
Own photo printer	24,341	15.8%	107
Printed digital photos in last 12 months	7,174	4.7%	106
Bought film in last 12 months	15,092	9.8%	103
Use a computer at work	62,418	40.6%	105
Use desktop computer at work	39,792	25.9%	107
Use laptop/notebook/tablet at work	20,593	13.4%	101
HH owns a computer	63,037	75.1%	99
Purchased home computer in last 12 months	13,371	15.9%	101
HH owns desktop computer	44,473	53.0%	102
HH owns laptop/notebook/tablet	38,965	46.4%	98
HH owns netbook	2,560	3.0%	99
Child (under 18 yrs) uses home computer	15,863	18.9%	104
HH owns any Apple/Mac brand computer	8,705	10.4%	86
HH owns any PC/non-Apple brand computer	59,002	70.3%	101
Brand of computer HH owns: Acer	5,533	6.6%	100
Brand of computer HH owns: Compaq	4,912	5.8%	102
Brand of computer HH owns: Dell	25,868	30.8%	101
Brand of computer HH owns: Gateway	4,585	5.5%	108
Brand of computer HH owns: HP	16,437	19.6%	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 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	2,374	2.8%	91
Brand of computer HH owns: Toshiba	5,882	7.0%	102
Purchased most recent home computer 1-2 years ago	16,387	19.5%	103
Purchased most recent home computer 3-4 years ago	12,058	14.4%	100
Purchased most recent home computer 5+ years ago	6,587	7.8%	102
Spent on most recent home computer: <\$500	11,629	13.8%	105
Spent on most recent home computer: \$500-\$999	17,648	21.0%	102
Spent on most recent home computer: \$1000-\$1499	8,869	10.6%	98
Spent on most recent home computer: \$1500-\$1999	3,983	4.7%	95
Spent on most recent home computer: \$2000+	3,147	3.7%	96
Purch most recent hm computer at computer superstr	10,676	12.7%	99
Purch most recent hm computer at dept/discount str	7,101	8.5%	106
Purch most recent hm computer direct from manufact	9,598	11.4%	98
Purch most recent hm computer at electronics store	10,440	12.4%	105
Purch most recent hm computer from online-only co.	3,009	3.6%	97
HH owns Blu-ray drive	3,194	3.8%	98
HH owns CD drive	34,095	40.6%	106
HH owns DVD drive	20,490	24.4%	104
HH owns external hard drive	14,245	17.0%	103
HH owns flash drive	22,075	26.3%	106
HH owns LAN/network interface card	7,188	8.6%	103
HH owns inkjet printer	33,254	39.6%	104
HH owns laser printer	11,696	13.9%	100
HH owns document scanner	17,092	20.4%	104
HH owns computer speakers	31,528	37.5%	105
HH owns webcam	15,332	18.3%	101
HH owns wireless router	26,230	31.2%	103
HH owns software: accounting	6,205	7.4%	101
HH owns software: communications/fax	5,430	6.5%	103
HH owns software: database/filing	5,692	6.8%	102
HH owns software: desktop publishing	8,746	10.4%	104
HH owns software: education/training	8,035	9.6%	105
HH owns software: entertainment/games	20,623	24.6%	103
HH owns software: personal finance/tax prep	11,119	13.2%	105
HH owns software: presentation graphics	5,553	6.6%	98
HH owns software: multimedia	12,186	14.5%	103
HH owns software: networking	12,250	14.6%	102
HH owns software: online meeting/conference	2,463	2.9%	96
HH owns software: security/anti-virus	22,882	27.2%	104
HH owns software: spreadsheet	17,828	21.2%	101
HH owns software: utility	4,935	5.9%	100
HH owns software: web authoring	1,818	2.2%	94
HH owns software: word processing	26,803	31.9%	102
HH owns camcorder	14,764	17.6%	102
HH purchased camcorder in last 12 months	1,752	2.1%	97
HH owns DVD/Blu-ray player	53,775	64.0%	103
HH purchased DVD/Blu-ray player in last 12 months	8,488	10.1%	105

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
HH owns portable GPS navigation device	22,432	26.7%	102
HH purchased portable GPS navigation device/12 mo	4,847	5.8%	103
HH owns 1 TV	15,044	17.9%	90
HH owns 2 TVs	22,431	26.7%	102
HH owns 3 TVs	18,554	22.1%	102
HH owns 4+ TVs	18,347	21.8%	108
HH owns DLP TV	1,891	2.3%	107
HH owns LCD TV	32,373	38.6%	100
HH owns plasma TV	12,424	14.8%	99
HH owns projection TV	3,644	4.3%	112
HH has HDTV	35,771	42.6%	101
HH has Internet connectable TV	13,522	16.1%	105
HH owns miniature screen TV (<13 in)	5,416	6.4%	107
HH owns regular screen TV (13-26 in)	31,974	38.1%	106
HH owns large screen TV (27-35 in)	34,625	41.2%	103
HH owns big screen TV (36-42 in)	25,052	29.8%	100
HH owns giant screen TV (over 42 in)	18,994	22.6%	105
Most recent TV purchase: miniature screen (<13 in)	1,673	2.0%	103
Most recent TV purchase: regular screen (13-26 in)	15,096	18.0%	106
Most recent TV purchase: large screen (27-35 in)	20,491	24.4%	101
Most recent TV purchase: big screen (36-42 in)	17,642	21.0%	97
Most recent TV purchase: giant screen (over 42 in)	14,090	16.8%	104
HH owns video game system	37,422	44.6%	103
HH purchased video game system in last 12 months	8,495	10.1%	97
HH owns video game system: handheld	14,477	17.2%	102
HH owns video game system: attached to TV/computer	34,443	41.0%	103
HH owns video game system: Game Boy	4,761	5.7%	101
HH owns video game system: Game Boy Advance/SP	3,252	3.9%	104
HH owns video game system: Nintendo DS	7,166	8.5%	103
HH owns video game system: Nintendo DSi	3,254	3.9%	105
HH owns video game system: Nintendo Wii	18,274	21.8%	105
HH owns video game system: Sony PlayStation/PS One	2,445	2.9%	104
HH owns video game system: PlayStation 2	10,784	12.8%	105
HH owns video game system: PlayStation 3	8,980	10.7%	100
HH owns video game system: Sony PSP	3,031	3.6%	102
HH owns video game system: Xbox	3,210	3.8%	102
HH owns video game system: Xbox 360	12,348	14.7%	103
HH purchased 5+ video games in last 12 months	7,076	8.4%	104
HH spent \$101+ on video games in last 12 months	9,528	11.3%	101
Have access to Internet at home using a computer	119,061	77.5%	100
Connection to Internet at home: dial-up modem	4,539	3.0%	104
Connection to Internet at home: cable modem	50,592	32.9%	105
Connection to Internet at home: DSL	30,198	19.7%	99
Connection to Internet at home: fiber optic	9,059	5.9%	84
Connection to Internet at home: wireless	36,733	23.9%	99
Connection to Internet at home: any high speed	110,270	71.8%	101
Any Internet usage in last 30 days	122,934	80.0%	103
Used Internet/30 days: at home	110,085	71.6%	102
Used Internet/30 days: at work	55,683	36.2%	103
Used Internet/30 days: at school/library	15,945	10.4%	98

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	Number of Adults/HHs	Percent	
Used Internet/30 days: not hm/work/school/library	29,406	19.1%	100
Device used to access Internet/30 days: computer	119,080	77.5%	103
Device used to access Internet/30 days: cell phone	57,492	37.4%	100
Used Wi-Fi/wireless connection outside hm/30 days	34,524	22.5%	99
Internet last 30 days: visited chat room	7,868	5.1%	94
Internet last 30 days: used email	106,917	69.6%	102
Internet last 30 days: used IM	67,672	44.0%	103
Internet last 30 days: made personal purchase	55,194	35.9%	99
Internet last 30 days: made business purchase	15,879	10.3%	100
Internet last 30 days: paid bills online	62,400	40.6%	101
Internet last 30 days: looked for employment	25,123	16.3%	101
Internet last 30 days: traded/tracked investments	17,436	11.3%	101
Internet last 30 days: made travel plans	24,913	16.2%	93
Internet last 30 days: obtained new/used car info	16,208	10.5%	105
Internet last 30 days: obtained financial info	43,399	28.2%	102
Internet last 30 days: obtained medical info	29,453	19.2%	98
Internet last 30 days: checked movie listing/times	29,513	19.2%	97
Internet last 30 days: obtained latest news	65,368	42.5%	100
Internet last 30 days: obtained real estate info	16,754	10.9%	99
Internet last 30 days: obtained sports news/info	42,612	27.7%	102
Internet last 30 days: visited online blog	17,334	11.3%	92
Internet last 30 days: wrote online blog	5,130	3.3%	92
Internet last 30 days: used online dating website	2,145	1.4%	90
Internet last 30 days: played games online	40,448	26.3%	106
Internet last 30 days: sent greeting card	8,410	5.5%	99
Internet last 30 days: made phone call	15,873	10.3%	95
Internet last 30 days: shared photos via website	39,911	26.0%	101
Internet last 30 days: looked for recipes	43,849	28.5%	101
Internet last 30 days: added video to website	7,327	4.8%	92
Internet last 30 days: downloaded a movie	8,575	5.6%	94
Internet last 30 days: downloaded music	32,354	21.1%	97
Internet last 30 days: downloaded podcast	5,100	3.3%	93
Internet last 30 days: downloaded TV program	5,138	3.3%	89
Internet last 30 days: downloaded a video game	9,991	6.5%	99
Internet last 30 days: watched movie online	15,559	10.1%	90
Internet last 30 days: watched TV program online	17,658	11.5%	92
Visited any Spanish language website last 30 days	2,964	1.9%	71
Visited website in last 30 days: facebook.com	71,516	46.5%	102
Visited website in last 30 days: LinkedIn.com	7,983	5.2%	84
Visited website in last 30 days: MySpace.com	8,609	5.6%	105
Visited website in last 30 days: photobucket.com	3,818	2.5%	95
Visited website in last 30 days: shutterfly.com	4,161	2.7%	98
Visited website in last 30 days: twitter.com	8,315	5.4%	88
Visited website in last 30 days: YouTube.com	54,037	35.2%	98
Used website/search engine/30 days: ask.com	11,240	7.3%	105
Used website/search engine/30 days: bing.com	26,404	17.2%	104
Used website/search engine/30 days: google.com	106,639	69.4%	102
Used website/search engine/30 days: yahoo.com	61,592	40.1%	104
Visited news website in last 30 days: ABCnews.com	5,061	3.3%	99
Visited news website in last 30 days: CBSnews.com	3,329	2.2%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited news website in last 30 days: cnn.com	14,240	9.3%	97
Visited news website in last 30 days: foxnews.com	12,899	8.4%	110
Visited news website in last 30 days: msnbc.com	10,157	6.6%	102
Visited news website in last 30 days: Yahoo! News	21,302	13.9%	102

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