



Community. Opportunity. Home.

Retail Market Potential

Example Site, Pekin, Illinois, 61554
Drive Time: 10 minute radius

ICSC May Reports
Latitude: 40.55630
Longitude: -89.61198

Demographic Summary		2016	2021
Population		39,535	39,518
Population 18+		31,175	31,100
Households		16,135	16,166
Median Household Income		\$46,447	\$44,684

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	14,846	47.6%	101
Bought any women's clothing in last 12 months	14,172	45.5%	104
Bought clothing for child <13 years in last 6 months	8,394	26.9%	98
Bought any shoes in last 12 months	16,349	52.4%	97
Bought costume jewelry in last 12 months	6,296	20.2%	103
Bought any fine jewelry in last 12 months	5,617	18.0%	98
Bought a watch in last 12 months	3,240	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	14,297	88.6%	104
HH bought/leased new vehicle last 12 mo	1,391	8.6%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,660	88.7%	104
Bought/changed motor oil in last 12 months	16,700	53.6%	109
Had tune-up in last 12 months	9,335	29.9%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	19,439	62.4%	95
Drank regular cola in last 6 months	14,673	47.1%	105
Drank beer/ale in last 6 months	12,587	40.4%	95
Cameras (Adults)			
Own digital point & shoot camera	9,183	29.5%	101
Own digital single-lens reflex (SLR) camera	2,274	7.3%	85
Bought any camera in last 12 months	1,810	5.8%	102
Printed digital photos in last 12 months	975	3.1%	107
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,903	35.0%	97
Have a smartphone	15,977	51.2%	87
Have a smartphone: Android phone (any brand)	7,995	25.6%	95
Have a smartphone: Apple iPhone	5,874	18.8%	73
Number of cell phones in household: 1	5,691	35.3%	110
Number of cell phones in household: 2	6,081	37.7%	101
Number of cell phones in household: 3+	3,415	21.2%	83
HH has cell phone only (no landline telephone)	7,094	44.0%	105
Computers (Households)			
HH owns a computer	12,005	74.4%	97
HH owns desktop computer	7,319	45.4%	100
HH owns laptop/notebook	8,209	50.9%	94
HH owns any Apple/Mac brand computer	1,499	9.3%	62
HH owns any PC/non-Apple brand computer	11,103	68.8%	101
HH purchased most recent computer in a store	6,176	38.3%	102
HH purchased most recent computer online	1,919	11.9%	91
Spent <\$500 on most recent home computer	2,764	17.1%	118
Spent \$500-\$999 on most recent home computer	3,078	19.1%	100
Spent \$1,000-\$1,499 on most recent home computer	1,376	8.5%	90
Spent \$1,500-\$1,999 on most recent home computer	573	3.6%	78
Spent \$2,000+ on most recent home computer	446	2.8%	70

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	15,868	50.9%	100
Bought brewed coffee at convenience store in last 30 days	5,200	16.7%	106
Bought cigarettes at convenience store in last 30 days	4,987	16.0%	128
Bought gas at convenience store in last 30 days	12,517	40.2%	122
Spent at convenience store in last 30 days: <\$20	2,163	6.9%	86
Spent at convenience store in last 30 days: \$20-\$39	3,072	9.9%	109
Spent at convenience store in last 30 days: \$40-\$50	2,168	7.0%	91
Spent at convenience store in last 30 days: \$51-\$99	1,472	4.7%	107
Spent at convenience store in last 30 days: \$100+	8,688	27.9%	122
Entertainment (Adults)			
Attended a movie in last 6 months	17,255	55.3%	93
Went to live theater in last 12 months	3,595	11.5%	89
Went to a bar/night club in last 12 months	5,328	17.1%	102
Dined out in last 12 months	14,167	45.4%	101
Gambled at a casino in last 12 months	3,933	12.6%	92
Visited a theme park in last 12 months	4,605	14.8%	84
Viewed movie (video-on-demand) in last 30 days	5,146	16.5%	97
Viewed TV show (video-on-demand) in last 30 days	3,411	10.9%	85
Watched any pay-per-view TV in last 12 months	3,676	11.8%	90
Downloaded a movie over the Internet in last 30 days	1,471	4.7%	66
Downloaded any individual song in last 6 months	5,455	17.5%	86
Watched a movie online in the last 30 days	3,935	12.6%	79
Watched a TV program online in last 30 days	3,620	11.6%	78
Played a video/electronic game (console) in last 12 months	3,482	11.2%	107
Played a video/electronic game (portable) in last 12 months	1,402	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	9,681	31.1%	100
Used ATM/cash machine in last 12 months	14,330	46.0%	94
Own any stock	2,217	7.1%	93
Own U.S. savings bond	1,626	5.2%	99
Own shares in mutual fund (stock)	1,877	6.0%	83
Own shares in mutual fund (bonds)	1,204	3.9%	79
Have interest checking account	9,104	29.2%	104
Have non-interest checking account	9,207	29.5%	104
Have savings account	16,742	53.7%	99
Have 401K retirement savings plan	4,525	14.5%	100
Own/used any credit/debit card in last 12 months	22,468	72.1%	97
Avg monthly credit card expenditures: <\$111	3,864	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	2,022	6.5%	94
Avg monthly credit card expenditures: \$226-\$450	1,991	6.4%	101
Avg monthly credit card expenditures: \$451-\$700	1,447	4.6%	87
Avg monthly credit card expenditures: \$701-\$1,000	1,112	3.6%	83
Avg monthly credit card expenditures: \$1,001+	1,950	6.3%	69
Did banking online in last 12 months	9,888	31.7%	89
Did banking on mobile device in last 12 months	3,538	11.3%	81
Paid bills online in last 12 months	12,478	40.0%	93

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	11,835	73.3%	105
Used bread in last 6 months	15,352	95.1%	101
Used chicken (fresh or frozen) in last 6 months	11,087	68.7%	100
Used turkey (fresh or frozen) in last 6 months	2,524	15.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	8,568	53.1%	97
Used fresh fruit/vegetables in last 6 months	13,937	86.4%	101
Used fresh milk in last 6 months	14,386	89.2%	101
Used organic food in last 6 months	2,508	15.5%	79
Health (Adults)			
Exercise at home 2+ times per week	8,162	26.2%	92
Exercise at club 2+ times per week	3,192	10.2%	79
Visited a doctor in last 12 months	24,050	77.1%	102
Used vitamin/dietary supplement in last 6 months	16,129	51.7%	98
Home (Households)			
Any home improvement in last 12 months	4,507	27.9%	104
Used housekeeper/maid/professional HH cleaning service in last 12	1,780	11.0%	84
Purchased low ticket HH furnishings in last 12 months	2,577	16.0%	99
Purchased big ticket HH furnishings in last 12 months	3,286	20.4%	97
Bought any small kitchen appliance in last 12 months	3,491	21.6%	97
Bought any large kitchen appliance in last 12 months	2,170	13.4%	106
Insurance (Adults/Households)			
Currently carry life insurance	14,881	47.7%	112
Carry medical/hospital/accident insurance	20,860	66.9%	102
Carry homeowner insurance	16,485	52.9%	112
Carry renter's insurance	2,014	6.5%	79
Have auto insurance: 1 vehicle in household covered	5,377	33.3%	108
Have auto insurance: 2 vehicles in household covered	4,710	29.2%	102
Have auto insurance: 3+ vehicles in household covered	3,332	20.7%	95
Pets (Households)			
Household owns any pet	9,176	56.9%	106
Household owns any cat	4,164	25.8%	115
Household owns any dog	6,929	42.9%	105
Psychographics (Adults)			
Buying American is important to me	15,300	49.1%	116
Usually buy items on credit rather than wait	3,419	11.0%	93
Usually buy based on quality - not price	5,358	17.2%	96
Price is usually more important than brand name	8,568	27.5%	105
Usually use coupons for brands I buy often	6,742	21.6%	114
Am interested in how to help the environment	4,388	14.1%	86
Usually pay more for environ safe product	3,357	10.8%	84
Usually value green products over convenience	2,969	9.5%	91
Likely to buy a brand that supports a charity	11,299	36.2%	104
Reading (Adults)			
Bought digital book in last 12 months	3,704	11.9%	90
Bought hardcover book in last 12 months	5,990	19.2%	92
Bought paperback book in last 12 month	9,107	29.2%	93
Read any daily newspaper (paper version)	9,833	31.5%	121
Read any digital newspaper in last 30 days	9,422	30.2%	91
Read any magazine (paper/electronic version) in last 6 months	28,189	90.4%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	23,593	75.7%	101
Went to family restaurant/steak house: 4+ times a month	9,116	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	28,543	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	12,747	40.9%	104
Fast food/drive-in last 6 months: eat in	11,925	38.3%	105
Fast food/drive-in last 6 months: home delivery	2,572	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	15,640	50.2%	108
Fast food/drive-in last 6 months: take-out/walk-in	5,866	18.8%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	8,489	27.2%	86
Own e-reader/tablet: iPad	3,164	10.1%	66
Own any portable MP3 player	8,426	27.0%	88
HH owns 1 TV	3,041	18.8%	92
HH owns 2 TVs	4,261	26.4%	102
HH owns 3 TVs	3,548	22.0%	103
HH owns 4+ TVs	3,176	19.7%	104
HH subscribes to cable TV	8,828	54.7%	110
HH subscribes to fiber optic	655	4.1%	53
HH has satellite dish	4,154	25.7%	101
HH owns DVD/Blu-ray player	9,742	60.4%	100
HH owns camcorder	1,890	11.7%	84
HH owns portable GPS navigation device	4,432	27.5%	100
HH purchased video game system in last 12 mos	880	5.5%	69
HH owns Internet video device for TV	896	5.6%	79
Travel (Adults)			
Domestic travel in last 12 months	14,673	47.1%	94
Took 3+ domestic non-business trips in last 12 months	3,017	9.7%	87
Spent on domestic vacations in last 12 months: <\$1,000	3,153	10.1%	94
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	1,593	5.1%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,078	3.5%	97
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,100	3.5%	90
Spent on domestic vacations in last 12 months: \$3,000+	1,204	3.9%	70
Domestic travel in the 12 months: used general travel website	1,731	5.6%	82
Foreign travel in last 3 years	5,342	17.1%	71
Took 3+ foreign trips by plane in last 3 years	618	2.0%	44
Spent on foreign vacations in last 12 months: <\$1,000	828	2.7%	64
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	791	2.5%	78
Spent on foreign vacations in last 12 months: \$3,000+	924	3.0%	60
Foreign travel in last 3 years: used general travel website	1,127	3.6%	65
Nights spent in hotel/motel in last 12 months: any	12,182	39.1%	96
Took cruise of more than one day in last 3 years	2,210	7.1%	85
Member of any frequent flyer program	3,027	9.7%	60
Member of any hotel rewards program	3,642	11.7%	83

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Demographic Summary		2016	2021
Population		59,220	59,378
Population 18+		46,617	46,767
Households		23,906	24,023
Median Household Income		\$49,780	\$48,340

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	22,613	48.5%	103
Bought any women's clothing in last 12 months	21,165	45.4%	103
Bought clothing for child <13 years in last 6 months	12,528	26.9%	98
Bought any shoes in last 12 months	24,738	53.1%	98
Bought costume jewelry in last 12 months	9,359	20.1%	103
Bought any fine jewelry in last 12 months	8,271	17.7%	97
Bought a watch in last 12 months	4,859	10.4%	95
Automobiles (Households)			
HH owns/leases any vehicle	21,383	89.4%	105
HH bought/leased new vehicle last 12 mo	2,108	8.8%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	41,696	89.4%	105
Bought/changed motor oil in last 12 months	25,211	54.1%	110
Had tune-up in last 12 months	14,058	30.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	29,074	62.4%	95
Drank regular cola in last 6 months	21,744	46.6%	104
Drank beer/ale in last 6 months	19,326	41.5%	97
Cameras (Adults)			
Own digital point & shoot camera	14,226	30.5%	105
Own digital single-lens reflex (SLR) camera	3,620	7.8%	90
Bought any camera in last 12 months	2,762	5.9%	104
Printed digital photos in last 12 months	1,439	3.1%	106
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	16,274	34.9%	97
Have a smartphone	24,138	51.8%	88
Have a smartphone: Android phone (any brand)	12,082	25.9%	96
Have a smartphone: Apple iPhone	9,062	19.4%	75
Number of cell phones in household: 1	8,269	34.6%	108
Number of cell phones in household: 2	9,096	38.0%	102
Number of cell phones in household: 3+	5,197	21.7%	85
HH has cell phone only (no landline telephone)	10,318	43.2%	103
Computers (Households)			
HH owns a computer	18,043	75.5%	98
HH owns desktop computer	11,079	46.3%	102
HH owns laptop/notebook	12,376	51.8%	95
HH owns any Apple/Mac brand computer	2,348	9.8%	65
HH owns any PC/non-Apple brand computer	16,675	69.8%	103
HH purchased most recent computer in a store	9,301	38.9%	103
HH purchased most recent computer online	2,919	12.2%	93
Spent <\$500 on most recent home computer	4,062	17.0%	117
Spent \$500-\$999 on most recent home computer	4,688	19.6%	103
Spent \$1,000-\$1,499 on most recent home computer	2,091	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	898	3.8%	82
Spent \$2,000+ on most recent home computer	711	3.0%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	24,013	51.5%	102
Bought brewed coffee at convenience store in last 30 days	7,806	16.7%	107
Bought cigarettes at convenience store in last 30 days	7,227	15.5%	124
Bought gas at convenience store in last 30 days	18,625	40.0%	121
Spent at convenience store in last 30 days: <\$20	3,388	7.3%	90
Spent at convenience store in last 30 days: \$20-\$39	4,422	9.5%	105
Spent at convenience store in last 30 days: \$40-\$50	3,377	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	2,237	4.8%	108
Spent at convenience store in last 30 days: \$100+	12,900	27.7%	121
Entertainment (Adults)			
Attended a movie in last 6 months	26,224	56.3%	95
Went to live theater in last 12 months	5,570	11.9%	92
Went to a bar/night club in last 12 months	8,057	17.3%	103
Dined out in last 12 months	21,554	46.2%	103
Gambled at a casino in last 12 months	6,136	13.2%	96
Visited a theme park in last 12 months	7,056	15.1%	86
Viewed movie (video-on-demand) in last 30 days	7,467	16.0%	94
Viewed TV show (video-on-demand) in last 30 days	5,088	10.9%	85
Watched any pay-per-view TV in last 12 months	5,611	12.0%	92
Downloaded a movie over the Internet in last 30 days	2,305	4.9%	69
Downloaded any individual song in last 6 months	8,413	18.0%	88
Watched a movie online in the last 30 days	5,850	12.5%	79
Watched a TV program online in last 30 days	5,458	11.7%	78
Played a video/electronic game (console) in last 12 months	5,169	11.1%	106
Played a video/electronic game (portable) in last 12 months	2,076	4.5%	98
Financial (Adults)			
Have home mortgage (1st)	14,979	32.1%	103
Used ATM/cash machine in last 12 months	21,921	47.0%	96
Own any stock	3,439	7.4%	96
Own U.S. savings bond	2,539	5.4%	103
Own shares in mutual fund (stock)	3,082	6.6%	91
Own shares in mutual fund (bonds)	1,928	4.1%	85
Have interest checking account	14,073	30.2%	107
Have non-interest checking account	14,152	30.4%	107
Have savings account	25,764	55.3%	102
Have 401K retirement savings plan	6,938	14.9%	102
Own/used any credit/debit card in last 12 months	34,382	73.8%	99
Avg monthly credit card expenditures: <\$111	5,882	12.6%	109
Avg monthly credit card expenditures: \$111-\$225	3,184	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	3,037	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	2,282	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	1,806	3.9%	90
Avg monthly credit card expenditures: \$1,001+	3,129	6.7%	74
Did banking online in last 12 months	15,480	33.2%	93
Did banking on mobile device in last 12 months	5,511	11.8%	84
Paid bills online in last 12 months	19,070	40.9%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	17,524	73.3%	105
Used bread in last 6 months	22,765	95.2%	101
Used chicken (fresh or frozen) in last 6 months	16,468	68.9%	100
Used turkey (fresh or frozen) in last 6 months	3,839	16.1%	101
Used fish/seafood (fresh or frozen) in last 6 months	12,753	53.3%	98
Used fresh fruit/vegetables in last 6 months	20,747	86.8%	101
Used fresh milk in last 6 months	21,374	89.4%	102
Used organic food in last 6 months	3,799	15.9%	81
Health (Adults)			
Exercise at home 2+ times per week	12,523	26.9%	95
Exercise at club 2+ times per week	4,891	10.5%	81
Visited a doctor in last 12 months	36,063	77.4%	102
Used vitamin/dietary supplement in last 6 months	24,276	52.1%	99
Home (Households)			
Any home improvement in last 12 months	6,902	28.9%	108
Used housekeeper/maid/professional HH cleaning service in last 12	2,675	11.2%	85
Purchased low ticket HH furnishings in last 12 months	3,808	15.9%	99
Purchased big ticket HH furnishings in last 12 months	4,882	20.4%	98
Bought any small kitchen appliance in last 12 months	5,223	21.8%	98
Bought any large kitchen appliance in last 12 months	3,223	13.5%	106
Insurance (Adults/Households)			
Currently carry life insurance	22,633	48.6%	114
Carry medical/hospital/accident insurance	31,444	67.5%	103
Carry homeowner insurance	25,137	53.9%	115
Carry renter's insurance	3,134	6.7%	83
Have auto insurance: 1 vehicle in household covered	7,743	32.4%	105
Have auto insurance: 2 vehicles in household covered	7,075	29.6%	104
Have auto insurance: 3+ vehicles in household covered	5,354	22.4%	103
Pets (Households)			
Household owns any pet	13,906	58.2%	108
Household owns any cat	6,315	26.4%	118
Household owns any dog	10,584	44.3%	109
Psychographics (Adults)			
Buying American is important to me	22,848	49.0%	116
Usually buy items on credit rather than wait	5,037	10.8%	92
Usually buy based on quality - not price	8,052	17.3%	96
Price is usually more important than brand name	12,750	27.4%	104
Usually use coupons for brands I buy often	10,038	21.5%	114
Am interested in how to help the environment	6,513	14.0%	86
Usually pay more for environ safe product	5,094	10.9%	86
Usually value green products over convenience	4,411	9.5%	90
Likely to buy a brand that supports a charity	16,922	36.3%	104
Reading (Adults)			
Bought digital book in last 12 months	5,580	12.0%	91
Bought hardcover book in last 12 months	9,221	19.8%	94
Bought paperback book in last 12 month	13,973	30.0%	95
Read any daily newspaper (paper version)	14,605	31.3%	120
Read any digital newspaper in last 30 days	14,274	30.6%	92
Read any magazine (paper/electronic version) in last 6 months	42,188	90.5%	100

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Retail Market Potential

2304 Court St, Pekin, Illinois, 61554
 Drive Time: 15 minute radius

ICSC May Reports
 Latitude: 40.55630
 Longitude: -89.61198

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	35,482	76.1%	102
Went to family restaurant/steak house: 4+ times a month	13,610	29.2%	106
Went to fast food/drive-in restaurant in last 6 months	42,691	91.6%	102
Went to fast food/drive-in restaurant 9+ times/mo	19,154	41.1%	104
Fast food/drive-in last 6 months: eat in	17,944	38.5%	106
Fast food/drive-in last 6 months: home delivery	3,746	8.0%	105
Fast food/drive-in last 6 months: take-out/drive-thru	23,357	50.1%	108
Fast food/drive-in last 6 months: take-out/walk-in	8,728	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,974	27.8%	88
Own e-reader/tablet: iPad	4,974	10.7%	70
Own any portable MP3 player	12,968	27.8%	90
HH owns 1 TV	4,436	18.6%	91
HH owns 2 TVs	6,348	26.6%	102
HH owns 3 TVs	5,337	22.3%	104
HH owns 4+ TVs	4,787	20.0%	106
HH subscribes to cable TV	12,595	52.7%	106
HH subscribes to fiber optic	1,008	4.2%	55
HH has satellite dish	6,548	27.4%	108
HH owns DVD/Blu-ray player	14,638	61.2%	101
HH owns camcorder	2,986	12.5%	89
HH owns portable GPS navigation device	6,856	28.7%	104
HH purchased video game system in last 12 mos	1,320	5.5%	70
HH owns Internet video device for TV	1,352	5.7%	80
Travel (Adults)			
Domestic travel in last 12 months	22,655	48.6%	97
Took 3+ domestic non-business trips in last 12 months	4,763	10.2%	92
Spent on domestic vacations in last 12 months: <\$1,000	4,986	10.7%	100
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,475	5.3%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,700	3.6%	102
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,708	3.7%	94
Spent on domestic vacations in last 12 months: \$3,000+	1,966	4.2%	77
Domestic travel in the 12 months: used general travel website	2,659	5.7%	84
Foreign travel in last 3 years	8,294	17.8%	74
Took 3+ foreign trips by plane in last 3 years	1,069	2.3%	51
Spent on foreign vacations in last 12 months: <\$1,000	1,336	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,176	2.5%	77
Spent on foreign vacations in last 12 months: \$3,000+	1,515	3.2%	65
Foreign travel in last 3 years: used general travel website	1,787	3.8%	69
Nights spent in hotel/motel in last 12 months: any	18,674	40.1%	99
Took cruise of more than one day in last 3 years	3,385	7.3%	87
Member of any frequent flyer program	4,969	10.7%	65
Member of any hotel rewards program	5,805	12.5%	88

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Retail Market Potential

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Demographic Summary		2016	2021
Population		114,695	115,346
Population 18+		89,150	89,741
Households		46,101	46,440
Median Household Income		\$50,152	\$49,052

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	42,884	48.1%	102
Bought any women's clothing in last 12 months	40,358	45.3%	103
Bought clothing for child <13 years in last 6 months	24,033	27.0%	98
Bought any shoes in last 12 months	47,227	53.0%	98
Bought costume jewelry in last 12 months	18,011	20.2%	103
Bought any fine jewelry in last 12 months	15,914	17.9%	97
Bought a watch in last 12 months	9,260	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	40,733	88.4%	103
HH bought/leased new vehicle last 12 mo	4,083	8.9%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	78,757	88.3%	104
Bought/changed motor oil in last 12 months	47,399	53.2%	108
Had tune-up in last 12 months	26,468	29.7%	99
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	56,058	62.9%	96
Drank regular cola in last 6 months	41,589	46.7%	104
Drank beer/ale in last 6 months	37,159	41.7%	98
Cameras (Adults)			
Own digital point & shoot camera	26,865	30.1%	103
Own digital single-lens reflex (SLR) camera	6,968	7.8%	91
Bought any camera in last 12 months	5,287	5.9%	104
Printed digital photos in last 12 months	2,738	3.1%	105
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	31,214	35.0%	97
Have a smartphone	46,783	52.5%	89
Have a smartphone: Android phone (any brand)	23,645	26.5%	99
Have a smartphone: Apple iPhone	17,356	19.5%	75
Number of cell phones in household: 1	15,889	34.5%	107
Number of cell phones in household: 2	17,408	37.8%	101
Number of cell phones in household: 3+	10,214	22.2%	87
HH has cell phone only (no landline telephone)	19,901	43.2%	103
Computers (Households)			
HH owns a computer	34,542	74.9%	97
HH owns desktop computer	21,214	46.0%	102
HH owns laptop/notebook	23,729	51.5%	95
HH owns any Apple/Mac brand computer	4,646	10.1%	67
HH owns any PC/non-Apple brand computer	31,856	69.1%	102
HH purchased most recent computer in a store	17,769	38.5%	102
HH purchased most recent computer online	5,537	12.0%	92
Spent <\$500 on most recent home computer	7,602	16.5%	114
Spent \$500-\$999 on most recent home computer	8,967	19.5%	102
Spent \$1,000-\$1,499 on most recent home computer	4,037	8.8%	93
Spent \$1,500-\$1,999 on most recent home computer	1,780	3.9%	85
Spent \$2,000+ on most recent home computer	1,425	3.1%	79

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	45,647	51.2%	101
Bought brewed coffee at convenience store in last 30 days	14,545	16.3%	104
Bought cigarettes at convenience store in last 30 days	13,518	15.2%	121
Bought gas at convenience store in last 30 days	34,360	38.5%	117
Spent at convenience store in last 30 days: <\$20	6,542	7.3%	91
Spent at convenience store in last 30 days: \$20-\$39	8,259	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	6,677	7.5%	98
Spent at convenience store in last 30 days: \$51-\$99	4,195	4.7%	106
Spent at convenience store in last 30 days: \$100+	23,809	26.7%	117
Entertainment (Adults)			
Attended a movie in last 6 months	50,723	56.9%	96
Went to live theater in last 12 months	10,607	11.9%	92
Went to a bar/night club in last 12 months	15,288	17.1%	103
Dined out in last 12 months	40,886	45.9%	102
Gambled at a casino in last 12 months	11,850	13.3%	97
Visited a theme park in last 12 months	13,544	15.2%	86
Viewed movie (video-on-demand) in last 30 days	14,240	16.0%	94
Viewed TV show (video-on-demand) in last 30 days	9,771	11.0%	85
Watched any pay-per-view TV in last 12 months	10,817	12.1%	92
Downloaded a movie over the Internet in last 30 days	4,665	5.2%	73
Downloaded any individual song in last 6 months	16,300	18.3%	90
Watched a movie online in the last 30 days	11,151	12.5%	78
Watched a TV program online in last 30 days	10,466	11.7%	79
Played a video/electronic game (console) in last 12 months	9,582	10.7%	103
Played a video/electronic game (portable) in last 12 months	3,949	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	28,224	31.7%	102
Used ATM/cash machine in last 12 months	41,790	46.9%	95
Own any stock	6,600	7.4%	97
Own U.S. savings bond	4,911	5.5%	104
Own shares in mutual fund (stock)	5,997	6.7%	93
Own shares in mutual fund (bonds)	3,728	4.2%	86
Have interest checking account	26,419	29.6%	105
Have non-interest checking account	26,770	30.0%	106
Have savings account	48,712	54.6%	101
Have 401K retirement savings plan	12,981	14.6%	100
Own/used any credit/debit card in last 12 months	65,288	73.2%	98
Avg monthly credit card expenditures: <\$111	11,014	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	6,115	6.9%	100
Avg monthly credit card expenditures: \$226-\$450	5,813	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	4,444	5.0%	94
Avg monthly credit card expenditures: \$701-\$1,000	3,556	4.0%	93
Avg monthly credit card expenditures: \$1,001+	6,244	7.0%	77
Did banking online in last 12 months	29,507	33.1%	93
Did banking on mobile device in last 12 months	10,545	11.8%	84
Paid bills online in last 12 months	36,248	40.7%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	33,597	72.9%	105
Used bread in last 6 months	43,819	95.0%	101
Used chicken (fresh or frozen) in last 6 months	31,676	68.7%	100
Used turkey (fresh or frozen) in last 6 months	7,551	16.4%	103
Used fish/seafood (fresh or frozen) in last 6 months	24,798	53.8%	98
Used fresh fruit/vegetables in last 6 months	39,847	86.4%	101
Used fresh milk in last 6 months	41,116	89.2%	101
Used organic food in last 6 months	7,477	16.2%	82
Health (Adults)			
Exercise at home 2+ times per week	24,109	27.0%	95
Exercise at club 2+ times per week	9,362	10.5%	81
Visited a doctor in last 12 months	68,618	77.0%	102
Used vitamin/dietary supplement in last 6 months	46,143	51.8%	98
Home (Households)			
Any home improvement in last 12 months	13,142	28.5%	106
Used housekeeper/maid/professional HH cleaning service in last 12	5,107	11.1%	84
Purchased low ticket HH furnishings in last 12 months	7,274	15.8%	98
Purchased big ticket HH furnishings in last 12 months	9,373	20.3%	97
Bought any small kitchen appliance in last 12 months	10,062	21.8%	98
Bought any large kitchen appliance in last 12 months	6,186	13.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	42,916	48.1%	113
Carry medical/hospital/accident insurance	59,513	66.8%	102
Carry homeowner insurance	47,138	52.9%	112
Carry renter's insurance	6,059	6.8%	83
Have auto insurance: 1 vehicle in household covered	14,695	31.9%	103
Have auto insurance: 2 vehicles in household covered	13,367	29.0%	102
Have auto insurance: 3+ vehicles in household covered	10,359	22.5%	103
Pets (Households)			
Household owns any pet	26,456	57.4%	107
Household owns any cat	11,835	25.7%	114
Household owns any dog	20,177	43.8%	107
Psychographics (Adults)			
Buying American is important to me	42,871	48.1%	114
Usually buy items on credit rather than wait	9,674	10.9%	92
Usually buy based on quality - not price	15,623	17.5%	98
Price is usually more important than brand name	24,150	27.1%	103
Usually use coupons for brands I buy often	18,883	21.2%	112
Am interested in how to help the environment	12,611	14.1%	87
Usually pay more for environ safe product	10,047	11.3%	88
Usually value green products over convenience	8,440	9.5%	90
Likely to buy a brand that supports a charity	32,082	36.0%	103
Reading (Adults)			
Bought digital book in last 12 months	10,540	11.8%	89
Bought hardcover book in last 12 months	17,458	19.6%	94
Bought paperback book in last 12 month	26,866	30.1%	96
Read any daily newspaper (paper version)	27,558	30.9%	118
Read any digital newspaper in last 30 days	27,128	30.4%	91
Read any magazine (paper/electronic version) in last 6 months	80,648	90.5%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	67,652	75.9%	102
Went to family restaurant/steak house: 4+ times a month	25,680	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	81,290	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	36,669	41.1%	104
Fast food/drive-in last 6 months: eat in	33,636	37.7%	104
Fast food/drive-in last 6 months: home delivery	7,114	8.0%	104
Fast food/drive-in last 6 months: take-out/drive-thru	44,161	49.5%	107
Fast food/drive-in last 6 months: take-out/walk-in	16,775	18.8%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	24,836	27.9%	88
Own e-reader/tablet: iPad	9,697	10.9%	71
Own any portable MP3 player	24,798	27.8%	90
HH owns 1 TV	8,579	18.6%	91
HH owns 2 TVs	12,111	26.3%	101
HH owns 3 TVs	10,266	22.3%	104
HH owns 4+ TVs	9,309	20.2%	107
HH subscribes to cable TV	24,054	52.2%	105
HH subscribes to fiber optic	2,095	4.5%	60
HH has satellite dish	12,497	27.1%	107
HH owns DVD/Blu-ray player	28,002	60.7%	100
HH owns camcorder	5,839	12.7%	91
HH owns portable GPS navigation device	13,088	28.4%	103
HH purchased video game system in last 12 mos	2,608	5.7%	71
HH owns Internet video device for TV	2,605	5.7%	80
Travel (Adults)			
Domestic travel in last 12 months	42,932	48.2%	96
Took 3+ domestic non-business trips in last 12 months	8,991	10.1%	91
Spent on domestic vacations in last 12 months: <\$1,000	9,409	10.6%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4,813	5.4%	93
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	3,294	3.7%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,308	3.7%	95
Spent on domestic vacations in last 12 months: \$3,000+	3,898	4.4%	79
Domestic travel in the 12 months: used general travel website	5,066	5.7%	84
Foreign travel in last 3 years	15,912	17.8%	74
Took 3+ foreign trips by plane in last 3 years	2,200	2.5%	55
Spent on foreign vacations in last 12 months: <\$1,000	2,658	3.0%	72
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2,230	2.5%	77
Spent on foreign vacations in last 12 months: \$3,000+	3,042	3.4%	69
Foreign travel in last 3 years: used general travel website	3,563	4.0%	72
Nights spent in hotel/motel in last 12 months: any	35,525	39.8%	98
Took cruise of more than one day in last 3 years	6,369	7.1%	85
Member of any frequent flyer program	9,811	11.0%	67
Member of any hotel rewards program	11,194	12.6%	89

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