



Retail Marketplace Potential

Decatur city, IL (1718823)

Geography: Place

Demographic Summary		2019	2024
Population		71,919	69,177
Population 18+		56,883	54,704
Households		30,882	29,827
Median Household Income		\$44,773	\$50,053

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,353	44.6%	94
Bought any women's clothing in last 12 months	22,729	40.0%	93
Bought clothing for child <13 years in last 6 months	14,305	25.1%	94
Bought any shoes in last 12 months	27,958	49.2%	94
Bought costume jewelry in last 12 months	8,760	15.4%	88
Bought any fine jewelry in last 12 months	10,133	17.8%	100
Bought a watch in last 12 months	8,712	15.3%	99
Automobiles (Households)			
HH owns/leases any vehicle	24,912	80.7%	94
HH bought/leased new vehicle last 12 months	2,625	8.5%	87
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	46,756	82.2%	96
Bought/changed motor oil in last 12 months	27,015	47.5%	100
Had tune-up in last 12 months	13,126	23.1%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,527	67.7%	95
Drank regular cola in last 6 months	27,555	48.4%	109
Drank beer/ale in last 6 months	21,602	38.0%	90
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,647	8.2%	82
Own digital SLR camera/camcorder	3,178	5.6%	71
Printed digital photos in last 12 months	10,289	18.1%	79
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	19,918	35.0%	101
Have a smartphone	44,949	79.0%	94
Have a smartphone: Android phone (any brand)	25,744	45.3%	112
Have a smartphone: Apple iPhone	18,130	31.9%	76
Number of cell phones in household: 1	11,625	37.6%	124
Number of cell phones in household: 2	11,172	36.2%	94
Number of cell phones in household: 3+	6,897	22.3%	80
HH has cell phone only (no landline telephone)	18,114	58.7%	105
Computers (Households)			
HH owns a computer	19,726	63.9%	87
HH owns desktop computer	10,193	33.0%	89
HH owns laptop/notebook	14,768	47.8%	84
HH owns any Apple/Mac brand computer	3,621	11.7%	65
HH owns any PC/non-Apple brand computer	17,235	55.8%	91
HH purchased most recent computer in a store	9,787	31.7%	87
HH purchased most recent computer online	3,345	10.8%	80
Spent <\$1-499 on most recent home computer	4,840	15.7%	107
Spent \$500-\$999 on most recent home computer	4,441	14.4%	86
Spent \$1,000-\$1,499 on most recent home computer	2,194	7.1%	74
Spent \$1,500-\$1,999 on most recent home computer	1,009	3.3%	74
Spent \$2,000+ on most recent home computer	810	2.6%	66

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 2019 and 2024.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	37,330	65.6%	104
Bought brewed coffee at convenience store in last 30 days	7,669	13.5%	97
Bought cigarettes at convenience store in last 30 days	8,738	15.4%	142
Bought gas at convenience store in last 30 days	22,845	40.2%	108
Spent at convenience store in last 30 days: <\$1-19	3,596	6.3%	92
Spent at convenience store in last 30 days: \$20-\$39	5,541	9.7%	103
Spent at convenience store in last 30 days: \$40-\$50	4,901	8.6%	104
Spent at convenience store in last 30 days: \$51-\$99	3,326	5.8%	106
Spent at convenience store in last 30 days: \$100+	13,628	24.0%	107
Entertainment (Adults)			
Attended a movie in last 6 months	30,637	53.9%	92
Went to live theater in last 12 months	5,064	8.9%	81
Went to a bar/night club in last 12 months	8,669	15.2%	88
Dined out in last 12 months	26,264	46.2%	89
Gambled at a casino in last 12 months	6,822	12.0%	91
Visited a theme park in last 12 months	8,598	15.1%	80
Viewed movie (video-on-demand) in last 30 days	8,187	14.4%	82
Viewed TV show (video-on-demand) in last 30 days	6,366	11.2%	89
Watched any pay-per-view TV in last 12 months	4,593	8.1%	82
Downloaded a movie over the Internet in last 30 days	4,804	8.4%	88
Downloaded any individual song in last 6 months	8,944	15.7%	83
Watched a movie online in the last 30 days	13,712	24.1%	89
Watched a TV program online in last 30 days	9,133	16.1%	84
Played a video/electronic game (console) in last 12 months	5,620	9.9%	112
Played a video/electronic game (portable) in last 12 months	2,662	4.7%	100
Financial (Adults)			
Have home mortgage (1st)	14,376	25.3%	81
Used ATM/cash machine in last 12 months	26,412	46.4%	88
Own any stock	3,137	5.5%	77
Own U.S. savings bond	2,061	3.6%	83
Own shares in mutual fund (stock)	2,821	5.0%	69
Own shares in mutual fund (bonds)	2,078	3.7%	76
Have interest checking account	13,934	24.5%	85
Have non-interest checking account	15,908	28.0%	95
Have savings account	28,485	50.1%	87
Have 401K retirement savings plan	7,401	13.0%	81
Own/used any credit/debit card in last 12 months	41,573	73.1%	92
Avg monthly credit card expenditures: <\$1-110	6,716	11.8%	103
Avg monthly credit card expenditures: \$111-\$225	4,187	7.4%	100
Avg monthly credit card expenditures: \$226-\$450	3,359	5.9%	87
Avg monthly credit card expenditures: \$451-\$700	2,627	4.6%	75
Avg monthly credit card expenditures: \$701-\$1,000	2,358	4.1%	74
Avg monthly credit card expenditures: \$1,001+	4,388	7.7%	66
Did banking online in last 12 months	17,224	30.3%	78
Did banking on mobile device in last 12 months	11,354	20.0%	77
Paid bills online in last 12 months	24,223	42.6%	85

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,421	69.4%	101
Used bread in last 6 months	29,051	94.1%	101
Used chicken (fresh or frozen) in last 6 months	20,730	67.1%	97
Used turkey (fresh or frozen) in last 6 months	4,982	16.1%	108
Used fish/seafood (fresh or frozen) in last 6 months	16,176	52.4%	95
Used fresh fruit/vegetables in last 6 months	25,538	82.7%	96
Used fresh milk in last 6 months	26,746	86.6%	101
Used organic food in last 6 months	5,508	17.8%	75
Health (Adults)			
Exercise at home 2+ times per week	13,719	24.1%	88
Exercise at club 2+ times per week	5,824	10.2%	71
Visited a doctor in last 12 months	42,744	75.1%	98
Used vitamin/dietary supplement in last 6 months	28,121	49.4%	91
Home (Households)			
Did any home improvement in last 12 months	7,775	25.2%	91
Used any housekeeper/professional cleaning service in last 12 months	3,358	10.9%	75
Purchased low ticket HH furnishings in last 12 months	4,839	15.7%	92
Purchased big ticket HH furnishings in last 12 months	6,363	20.6%	93
Bought any small kitchen appliance in last 12 months	6,634	21.5%	96
Bought any large kitchen appliance in last 12 months	4,048	13.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	24,390	42.9%	97
Carry medical/hospital/accident insurance	40,536	71.3%	95
Carry homeowner insurance	24,016	42.2%	89
Carry renter's insurance	4,864	8.6%	101
Have auto insurance: 1 vehicle in household covered	10,628	34.4%	111
Have auto insurance: 2 vehicles in household covered	7,574	24.5%	86
Have auto insurance: 3+ vehicles in household covered	6,016	19.5%	85
Pets (Households)			
Household owns any pet	15,974	51.7%	95
Household owns any cat	6,992	22.6%	99
Household owns any dog	12,002	38.9%	93
Psychographics (Adults)			
Buying American is important to me	23,705	41.7%	106
Usually buy items on credit rather than wait	7,448	13.1%	100
Usually buy based on quality - not price	10,641	18.7%	98
Price is usually more important than brand name	16,364	28.8%	105
Usually use coupons for brands I buy often	10,145	17.8%	103
Am interested in how to help the environment	9,827	17.3%	89
Usually pay more for environ safe product	7,908	13.9%	98
Usually value green products over convenience	6,465	11.4%	101
Likely to buy a brand that supports a charity	20,274	35.6%	101
Reading (Adults)			
Bought digital book in last 12 months	5,713	10.0%	78
Bought hardcover book in last 12 months	9,817	17.3%	86
Bought paperback book in last 12 month	13,408	23.6%	83
Read any daily newspaper (paper version)	12,631	22.2%	121
Read any digital newspaper in last 30 days	20,351	35.8%	90
Read any magazine (paper/electronic version) in last 6 months	50,927	89.5%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	41,052	72.2%	96
Went to family restaurant/steak house: 4+ times a month	14,664	25.8%	97
Went to fast food/drive-in restaurant in last 6 months	51,840	91.1%	100
Went to fast food/drive-in restaurant 9+ times/month	22,476	39.5%	101
Fast food restaurant last 6 months: eat in	20,252	35.6%	96
Fast food restaurant last 6 months: home delivery	4,785	8.4%	97
Fast food restaurant last 6 months: take-out/drive-thru	27,024	47.5%	101
Fast food restaurant last 6 months: take-out/walk-in	11,465	20.2%	97
Television & Electronics (Adults/Households)			
Own any tablet	23,652	41.6%	86
Own any e-reader	3,469	6.1%	73
Own e-reader/tablet: iPad	11,678	20.5%	73
HH has Internet connectable TV	7,740	25.1%	88
Own any portable MP3 player	8,797	15.5%	83
HH owns 1 TV	6,462	20.9%	100
HH owns 2 TVs	8,527	27.6%	103
HH owns 3 TVs	6,547	21.2%	101
HH owns 4+ TVs	4,848	15.7%	90
HH subscribes to cable TV	13,848	44.8%	103
HH subscribes to fiber optic	1,546	5.0%	71
HH owns portable GPS navigation device	6,333	20.5%	90
HH purchased video game system in last 12 months	1,932	6.3%	76
HH owns any Internet video device for TV	5,866	19.0%	79
Travel (Adults)			
Took domestic trip in continental US last 12 months	24,047	42.3%	80
Took 3+ domestic non-business trips in last 12 months	5,060	8.9%	75
Spent on domestic vacations in last 12 months: <\$1-999	5,476	9.6%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,868	5.0%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,848	3.2%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,987	3.5%	84
Spent on domestic vacations in last 12 months: \$3,000+	2,808	4.9%	76
Domestic travel in last 12 months: used general travel website	2,955	5.2%	76
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,133	17.8%	65
Took 3+ foreign trips by plane in last 3 years	1,801	3.2%	58
Spent on foreign vacations in last 12 months: <\$1-999	1,976	3.5%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,611	2.8%	71
Spent on foreign vacations in last 12 months: \$3,000+	2,288	4.0%	64
Foreign travel in last 3 years: used general travel website	1,884	3.3%	58
Nights spent in hotel/motel in last 12 months: any	20,281	35.7%	80
Took cruise of more than one day in last 3 years	3,794	6.7%	75
Member of any frequent flyer program	5,781	10.2%	56
Member of any hotel rewards program	7,505	13.2%	73

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