



Retail Marketplace Potential

Decatur city, IL (1718823)
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 Geography: Place

Demographic Summary		2022	2027
Population		69,460	67,636
Population 18+		55,218	53,710
Households		30,736	30,094
Median Household Income		\$47,141	\$53,719

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	28,808	52.2%	95
Bought any women's clothing in last 12 months	26,962	48.8%	100
Bought any shoes in last 12 months	38,931	70.5%	98
Bought any fine jewelry in last 12 months	10,861	19.7%	103
Bought a watch in last 12 months	7,541	13.7%	96
Automobiles (Households)			
HH owns/leases any vehicle	26,887	87.5%	98
HH bought/leased new vehicle last 12 months	2,408	7.8%	81
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	48,061	87.0%	98
Bought/changed motor oil in last 12 months	27,221	49.3%	103
Had tune-up in last 12 months	12,951	23.5%	96
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	23,611	42.8%	109
Drank beer/ale in last 6 months	21,473	38.9%	96
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,121	9.3%	95
Own digital SLR camera/camcorder	4,223	7.6%	78
Printed digital photos in last 12 months	12,432	22.5%	89
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,662	33.8%	103
Have a smartphone	49,775	90.1%	98
Have a smartphone: Android phone (any brand)	25,107	45.5%	114
Have a smartphone: Apple iPhone	24,577	44.5%	84
Number of cell phones in household: 1	11,181	36.4%	119
Number of cell phones in household: 2	11,317	36.8%	96
Number of cell phones in household: 3+	7,526	24.5%	84
HH has cell phone only (no landline telephone)	20,772	67.6%	101
Computers (Households)			
HH owns a computer	23,072	75.1%	92
HH owns desktop computer	10,736	34.9%	92
HH owns laptop/notebook	18,332	59.6%	91
HH owns any Apple/Mac brand computer	5,026	16.4%	73
HH owns any PC/non-Apple brand computer	19,809	64.4%	97
HH purchased most recent computer in a store	10,516	34.2%	92
HH purchased most recent computer online	6,085	19.8%	88
HH spent \$1-\$499 on most recent home computer	5,136	16.7%	108
HH spent \$500-\$999 on most recent home computer	5,244	17.1%	90
HH spent \$1,000-\$1,499 on most recent home computer	3,042	9.9%	82
HH spent \$1,500-\$1,999 on most recent home computer	1,222	4.0%	76
HH spent \$2,000+ on most recent home computer	1,073	3.5%	74

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 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,663	66.4%	106
Bought brewed coffee at convenience store in last 30 days	7,154	13.0%	104
Bought cigarettes at convenience store in last 30 days	5,612	10.2%	142
Bought gas at convenience store in last 30 days	23,728	43.0%	114
Spent at convenience store in last 30 days: \$1-19	4,170	7.6%	99
Spent at convenience store in last 30 days: \$20-\$39	5,726	10.4%	101
Spent at convenience store in last 30 days: \$40-\$50	5,062	9.2%	107
Spent at convenience store in last 30 days: \$51-\$99	3,933	7.1%	118
Spent at convenience store in last 30 days: \$100+	12,675	23.0%	112
Entertainment (Adults)			
Attended a movie in last 6 months	24,170	43.8%	91
Went to live theater in last 12 months	4,149	7.5%	75
Went to a bar/night club in last 12 months	8,681	15.7%	93
Dined out in last 12 months	27,126	49.1%	97
Gambled at a casino in last 12 months	6,152	11.1%	98
Visited a theme park in last 12 months	6,574	11.9%	83
Viewed movie (video-on-demand) in last 30 days	5,654	10.2%	79
Viewed TV show (video-on-demand) in last 30 days	3,799	6.9%	81
Watched any pay-per-view TV in last 12 months	2,828	5.1%	80
Downloaded a movie over the Internet in last 30 days	3,716	6.7%	88
Downloaded any individual song in last 6 months	9,925	18.0%	92
Used internet to watch a movie online in the last 30 days	17,137	31.0%	91
Used internet to watch a TV program online in last 30 days	11,188	20.3%	92
Played a video/electronic game (console) in last 12 months	6,821	12.4%	105
Played a video/electronic game (portable) in last 12 months	3,280	5.9%	100
Financial (Adults)			
Have home mortgage (1st)	16,857	30.5%	85
Used ATM/cash machine in last 12 months	31,419	56.9%	94
Own any stock	5,230	9.5%	79
Own U.S. savings bond	3,452	6.3%	101
Own shares in mutual fund (stock)	4,913	8.9%	80
Own shares in mutual fund (bonds)	3,213	5.8%	83
Have interest checking account	18,285	33.1%	94
Have non-interest checking account	18,866	34.2%	96
Have savings account	35,246	63.8%	93
Have 401K retirement savings plan	10,889	19.7%	90
Own/used any credit/debit card in last 12 months	47,457	85.9%	97
Avg monthly credit card expenditures: \$1-110	7,455	13.5%	113
Avg monthly credit card expenditures: \$111-\$225	4,219	7.6%	97
Avg monthly credit card expenditures: \$226-\$450	4,952	9.0%	102
Avg monthly credit card expenditures: \$451-\$700	4,083	7.4%	92
Avg monthly credit card expenditures: \$701-\$1,000	3,469	6.3%	84
Avg monthly credit card expenditures: \$1001-2000	4,006	7.3%	73
Avg monthly credit card expenditures: \$2001+	3,181	5.8%	65
Did banking online in last 12 months	25,865	46.8%	88
Did banking on mobile device in last 12 months	20,260	36.7%	88

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Grocery (Adults)			
HH used bread in last 6 months	29,090	94.6%	100
HH used chicken (fresh or frozen) in last 6 months	20,069	65.3%	95
HH used turkey (fresh or frozen) in last 6 months	4,557	14.8%	102
HH used fish/seafood (fresh or frozen) in last 6 months	17,014	55.4%	95
HH used fresh fruit/vegetables in last 6 months	26,360	85.8%	98
HH used fresh milk in last 6 months	25,824	84.0%	101
HH used organic food in last 6 months	5,920	19.3%	77
Health (Adults)			
Exercise at home 2+ times per week	21,128	38.3%	94
Exercise at club 2+ times per week	5,779	10.5%	76
Visited a doctor in last 12 months	43,836	79.4%	100
Used vitamin/dietary supplement in last 6 months	31,472	57.0%	94
Home (Households)			
HH did any home improvement in last 12 months	10,177	33.1%	97
HH used any maid/professional cleaning service in last 12 months	5,262	17.1%	84
HH purchased low ticket HH furnishings in last 12 months	6,294	20.5%	95
HH purchased big ticket HH furnishings in last 12 months	7,472	24.3%	93
HH bought any small kitchen appliance in last 12 months	7,125	23.2%	91
HH bought any large kitchen appliance in last 12 months	4,727	15.4%	99
Insurance (Adults/Households)			
Currently carry life insurance	26,706	48.4%	100
Carry medical/hospital/accident insurance	44,258	80.2%	99
Carry homeowner/personal property insurance	30,118	54.5%	96
Carry renter's insurance	5,947	10.8%	101
HH has auto insurance: 1 vehicle in household covered	9,889	32.2%	109
HH has auto insurance: 2 vehicles in household covered	8,754	28.5%	92
HH has auto insurance: 3+ vehicles in household covered	6,704	21.8%	88
Pets (Households)			
Household owns any pet	16,034	52.2%	100
Household owns any cat	7,589	24.7%	107
Household owns any dog	11,821	38.5%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	21,191	38.4%	108
Buy based on quality not price	8,902	16.1%	94
Buy on credit rather than wait	6,699	12.1%	92
Only use coupons brands: usually buy	7,677	13.9%	102
Will pay more for environmentally safe products	6,823	12.4%	90
Buy based on price not brands	16,553	30.0%	104
Am interested in how to help the environment	10,747	19.5%	95
Reading (Adults)			
Bought digital book in last 12 months	8,468	15.3%	88
Bought hardcover book in last 12 months	12,847	23.3%	95
Bought paperback book in last 12 month	16,099	29.2%	93
Read any daily newspaper (paper version)	9,802	17.8%	115
Read any digital newspaper in last 30 days	24,202	43.8%	88
Read any magazine (paper/electronic version) in last 6 months	48,215	87.3%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	36,905	66.8%	100
Went to family restaurant/steak house: 4+ times a month	12,214	22.1%	107
Went to fast food/drive-in restaurant in last 6 months	50,207	90.9%	101
Went to fast food/drive-in restaurant 9+ times/month	21,835	39.5%	104
Fast food restaurant last 6 months: eat in	12,473	22.6%	99
Fast food restaurant last 6 months: home delivery	5,643	10.2%	88
Fast food restaurant last 6 months: take-out/drive-thru	32,326	58.5%	104
Fast food restaurant last 6 months: take-out/walk-in	10,823	19.6%	92
Television & Electronics (Adults/Households)			
Own any tablet	29,091	52.7%	94
Own any e-reader	5,447	9.9%	81
Own e-reader/tablet: iPad	15,718	28.5%	82
HH has Internet connectable TV	12,338	40.1%	94
Own any portable MP3 player	7,157	13.0%	95
HH owns 1 TV	6,225	20.3%	103
HH owns 2 TVs	8,525	27.7%	101
HH owns 3 TVs	6,977	22.7%	103
HH owns 4+ TVs	5,933	19.3%	93
HH subscribes to cable TV	11,863	38.6%	104
HH subscribes to fiber optic	1,034	3.4%	62
HH owns portable GPS navigation device	6,495	21.1%	103
HH purchased video game system in last 12 months	1,634	5.3%	69
HH owns any Internet video device for TV	13,023	42.4%	93
Travel (Adults)			
Took domestic trip in continental US last 12 months	26,042	47.2%	89
Took 3+ domestic non-business trips in last 12 months	5,967	10.8%	86
Spent on domestic vacations in last 12 months: \$1-999	6,305	11.4%	91
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,945	5.3%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,045	3.7%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,808	3.3%	87
Spent on domestic vacations in last 12 months: \$3,000+	2,402	4.4%	68
Domestic travel in last 12 months: used general travel website	2,398	4.3%	73
Took foreign trip (including Alaska and Hawaii) in last 3 years	13,059	23.6%	71
Took 3+ foreign trips by plane in last 3 years	2,644	4.8%	60
Spent on foreign vacations in last 12 months: \$1-999	2,950	5.3%	74
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,487	2.7%	70
Spent on foreign vacations in last 12 months: \$3,000+	1,920	3.5%	58
Foreign travel in last 3 years: used general travel website	2,272	4.1%	63
Nights spent in hotel/motel in last 12 months: any	22,536	40.8%	90
Took cruise of more than one day in last 3 years	4,742	8.6%	80
Member of any frequent flyer program	9,774	17.7%	72
Member of any hotel rewards program	11,762	21.3%	82

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