



# Retail Goods and Services Expenditures

Decatur city, IL (1718823)  
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 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Midlife Constants (5E)	21.3%	Population	69,667	68,007
Traditional Living (12B)	12.0%	Households	30,900	30,546
Comfortable Empty Nesters (5A)	10.8%	Families	17,248	16,976
Hometown Heritage (8G)	10.3%	Median Age	41.3	42.1
Modest Income Homes (12D)	7.7%	Median Household Income	\$41,950	\$45,500
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		61	\$1,341.02	\$41,437,596
Men's		60	\$244.65	\$7,559,535
Women's		62	\$461.17	\$14,250,287
Children's		61	\$202.89	\$6,269,415
Footwear		61	\$305.75	\$9,447,633
Watches & Jewelry		59	\$98.91	\$3,056,434
Apparel Products and Services (1)		62	\$27.65	\$854,291
<b>Computer</b>				
Computers and Hardware for Home Use		58	\$148.97	\$4,603,024
Portable Memory		61	\$2.82	\$87,040
Computer Software		59	\$8.47	\$261,874
Computer Accessories		61	\$15.21	\$469,855
<b>Entertainment &amp; Recreation</b>		61	\$2,322.57	\$71,767,324
Fees and Admissions		56	\$399.44	\$12,342,674
Membership Fees for Clubs (2)		58	\$161.04	\$4,976,027
Fees for Participant Sports, excl. Trips		55	\$66.34	\$2,050,015
Tickets to Theatre/Operas/Concerts		59	\$32.29	\$997,722
Tickets to Movies		55	\$15.18	\$468,965
Tickets to Parks or Museums		59	\$16.36	\$505,616
Admission to Sporting Events, excl. Trips		64	\$37.54	\$1,159,842
Fees for Recreational Lessons		48	\$70.04	\$2,164,237
Dating Services		62	\$0.66	\$20,249
TV/Video/Audio		65	\$877.66	\$27,119,702
Cable and Satellite Television Services		66	\$568.18	\$17,556,763
Televisions		64	\$92.76	\$2,866,363
Satellite Dishes		61	\$1.05	\$32,599
VCRs, Video Cameras, and DVD Players		61	\$2.95	\$91,137
Miscellaneous Video Equipment		61	\$7.70	\$237,987
Video Cassettes and DVDs		61	\$4.01	\$124,015
Video Game Hardware/Accessories		66	\$26.74	\$826,337
Video Game Software		64	\$12.47	\$385,399
Rental/Streaming/Downloaded Video		62	\$76.78	\$2,372,514
Installation of Televisions		53	\$0.86	\$26,440
Audio (3)		61	\$82.03	\$2,534,839
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.11	\$65,308
Pets		63	\$576.83	\$17,823,998
Toys/Games/Crafts/Hobbies (4)		63	\$99.08	\$3,061,488
Recreational Vehicles and Fees (5)		61	\$92.37	\$2,854,280
Sports/Recreation/Exercise Equipment (6)		56	\$157.80	\$4,875,889
Photo Equipment and Supplies (7)		58	\$27.01	\$834,559
Reading (8)		60	\$76.14	\$2,352,600
Catered Affairs (9)		53	\$16.25	\$502,135
<b>Food</b>		61	\$6,425.26	\$198,540,527
Food at Home		62	\$4,199.53	\$129,765,554
Bakery and Cereal Products		62	\$548.35	\$16,944,168
Meats, Poultry, Fish, and Eggs		62	\$909.39	\$28,100,250
Dairy Products		61	\$402.05	\$12,423,383
Fruits and Vegetables		61	\$813.82	\$25,146,999
Snacks and Other Food at Home (10)		62	\$1,525.91	\$47,150,755
Food Away from Home		60	\$2,225.73	\$68,774,973
Alcoholic Beverages		59	\$398.67	\$12,318,870

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	57	\$22,550.56	\$696,812,360
Value of Retirement Plans	59	\$83,921.60	\$2,593,177,548
Value of Other Financial Assets	57	\$4,895.14	\$151,259,683
Vehicle Loan Amount excluding Interest	63	\$2,294.95	\$70,913,932
Value of Credit Card Debt	62	\$1,956.23	\$60,447,599
<b>Health</b>			
Nonprescription Drugs	66	\$113.16	\$3,496,678
Prescription Drugs	70	\$257.14	\$7,945,669
Eyeglasses and Contact Lenses	64	\$71.55	\$2,210,799
<b>Home</b>			
Mortgage Payment and Basics (11)	57	\$7,394.85	\$228,500,849
Maintenance and Remodeling Services	57	\$2,180.05	\$67,363,547
Maintenance and Remodeling Materials (12)	62	\$490.59	\$15,159,083
Utilities, Fuel, and Public Services	64	\$3,730.88	\$115,284,146
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	60	\$73.78	\$2,279,707
Furniture	61	\$504.98	\$15,604,009
Rugs	59	\$24.55	\$758,540
Major Appliances (14)	61	\$324.91	\$10,039,797
Housewares (15)	59	\$63.62	\$1,965,761
Small Appliances	60	\$43.76	\$1,352,255
Luggage	58	\$8.25	\$255,017
Telephones and Accessories	60	\$64.19	\$1,983,473
<b>Household Operations</b>			
Child Care	56	\$287.00	\$8,868,243
Lawn and Garden (16)	61	\$411.52	\$12,715,876
Moving/Storage/Freight Express	58	\$52.28	\$1,615,420
Housekeeping Supplies (17)	63	\$584.74	\$18,068,466
<b>Insurance</b>			
Owners and Renters Insurance	65	\$506.70	\$15,657,016
Vehicle Insurance	63	\$1,359.26	\$42,001,029
Life/Other Insurance	62	\$429.63	\$13,275,557
Health Insurance	65	\$3,199.88	\$98,876,163
Personal Care Products (18)	61	\$335.62	\$10,370,507
School Books and Supplies (19)	59	\$79.67	\$2,461,941
Smoking Products	74	\$319.04	\$9,858,411
<b>Transportation</b>			
Payments on Vehicles excluding Leases	64	\$1,924.20	\$59,457,830
Gasoline and Motor Oil	63	\$1,590.53	\$49,147,307
Vehicle Maintenance and Repairs	63	\$825.29	\$25,501,324
<b>Travel</b>			
Airline Fares	55	\$257.59	\$7,959,528
Lodging on Trips	59	\$424.29	\$13,110,590
Auto/Truck Rental on Trips	60	\$47.30	\$1,461,662
Food and Drink on Trips	59	\$329.80	\$10,190,905

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**(1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

**(2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.

**(3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

**(4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

**(5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

**(6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

**(7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**(8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

**(9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

**(10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

**(11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

**(12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

**(13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

**(14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

**(15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

**(16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**(17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

**(18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

**(19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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