



Retail Marketplace Potential

Decatur city, IL (1718823)
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 Geography: Place

Demographic Summary	2023	2028
Population	69,667	68,007
Population 18+	55,285	53,953
Households	30,900	30,546
Median Household Income	\$41,950	\$45,500

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	32,867	59.5%	97
Bought Women`s Clothing/12 Mo	28,742	52.0%	100
Bought Shoes/12 Mo	40,326	72.9%	98
Bought Fine Jewelry/12 Mo	11,220	20.3%	99
Bought Watch/12 Mo	7,445	13.5%	97
Automobiles (Households)			
HH Owns or Leases Any Vehicle	27,905	90.3%	99
HH Bought or Leased New Vehicle/12 Mo	2,747	8.9%	88
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	49,803	90.1%	100
Bought or Changed Motor Oil/12 Mo	29,752	53.8%	105
Had Vehicle Tune-Up/12 Mo	13,157	23.8%	96
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	22,053	39.9%	108
Drank Beer or Ale/6 Mo	20,846	37.7%	95
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	5,727	10.4%	94
Own Digital SLR Camera or Camcorder	4,843	8.8%	81
Printed Digital Photos/12 Mo	13,943	25.2%	93
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	20,169	36.5%	104
Have a Smartphone	51,454	93.1%	99
Have Android Phone (Any Brand) Smartphone	24,856	45.0%	116
Have Apple iPhone Smartphone	27,093	49.0%	87
HH Owns 1 Cell Phone	11,285	36.5%	120
HH Owns 2 Cell Phones	11,504	37.2%	95
HH Owns 3+ Cell Phones	7,558	24.5%	85
HH Has Cell Phone Only (No Landline Telephone)	21,517	69.6%	102
Computers (Households)			
HH Owns Computer	25,127	81.3%	95
HH Owns Desktop Computer	11,862	38.4%	96
HH Owns Laptop or Notebook	20,368	65.9%	94
HH Owns Apple/Mac Brand Computer	5,721	18.5%	77
HH Owns PC/Non-Apple Brand Computer	21,742	70.4%	99
HH Purchased Most Recent Home Computer at Store	11,603	37.6%	96
HH Purchased Most Recent Home Computer Online	7,723	25.0%	91
HH Spent \$1-499 on Most Recent Home Computer	5,464	17.7%	112
HH Spent \$500-999 on Most Recent Home Computer	6,088	19.7%	97
HH Spent \$1K-1499 on Most Recent Home Computer	3,098	10.0%	83
HH Spent \$1500-1999 on Most Recent Home Computer	1,149	3.7%	81
HH Spent \$2K+ on Most Recent Home Computer	1,274	4.1%	76

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 2023 and 2028.



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Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	37,061	67.0%	105
Bought Brewed Coffee at C-Store/30 Days	6,913	12.5%	104
Bought Cigarettes at C-Store/30 Days	4,449	8.0%	132
Bought Gas at C-Store/30 Days	24,487	44.3%	112
Spent \$1-19 at C-Store/30 Days	4,087	7.4%	100
Spent \$20-39 at C-Store/30 Days	5,494	9.9%	101
Spent \$40-50 at C-Store/30 Days	4,391	7.9%	102
Spent \$51-99 at C-Store/30 Days	4,184	7.6%	124
Spent \$100+ at C-Store/30 Days	12,960	23.4%	112
Entertainment (Adults)			
Attended Movie/6 Mo	19,180	34.7%	94
Went to Live Theater/12 Mo	3,232	5.8%	86
Went to Bar or Night Club/12 Mo	8,607	15.6%	96
Dined Out/12 Mo	27,875	50.4%	97
Gambled at Casino/12 Mo	6,006	10.9%	101
Visited Theme Park/12 Mo	5,502	10.0%	86
Viewed Movie (Video-on-Demand)/30 Days	4,963	9.0%	81
Viewed TV Show (Video-on-Demand)/30 Days	3,606	6.5%	86
Used Internet to Download Movie/30 Days	2,809	5.1%	84
Downloaded Individual Song/6 Mo	10,180	18.4%	92
Used Internet to Watch Movie/30 Days	17,208	31.1%	91
Used Internet to Watch TV Program/30 Days	11,194	20.2%	91
Played (Console) Video or Electronic Game/12 Mo	7,231	13.1%	102
Played (Portable) Video or Electronic Game/12 Mo	3,720	6.7%	101
Financial (Adults)			
Have 1st Home Mortgage	19,312	34.9%	92
Used ATM or Cash Machine/12 Mo	33,673	60.9%	96
Own Any Stock	6,925	12.5%	84
Own U.S. Savings Bonds	3,705	6.7%	94
Own Shares in Mutual Fund (Stocks)	6,587	11.9%	87
Own Shares in Mutual Fund (Bonds)	4,173	7.5%	88
Have Interest Checking Account	20,429	37.0%	94
Have Non-Interest Checking Account	21,576	39.0%	103
Have Savings Account	39,501	71.4%	97
Have 401(k) Retirement Savings Plan	11,990	21.7%	89
Own or Used Any Credit/Debit Card/12 Mo	50,561	91.5%	99
Avg \$1-110 Monthly Credit Card Expenditures	6,973	12.6%	110
Avg \$111-225 Monthly Credit Card Expenditures	4,384	7.9%	104
Avg \$226-450 Monthly Credit Card Expenditures	5,091	9.2%	100
Avg \$451-700 Monthly Credit Card Expenditures	4,875	8.8%	96
Avg \$701-1000 Monthly Credit Card Expenditures	4,111	7.4%	91
Avg \$1001-2000 Monthly Credit Card Expenditures	5,033	9.1%	78
Avg \$2001+ Monthly Credit Card Expenditures	4,283	7.7%	70
Did Banking Online/12 Mo	30,178	54.6%	93
Did Banking by Mobile Device/12 Mo	24,182	43.7%	91

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Grocery (Adults)			
HH Used Bread/6 Mo	29,259	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	21,028	68.1%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	4,743	15.3%	104
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	17,906	57.9%	96
HH Used Fresh Fruit or Vegetables/6 Mo	26,926	87.1%	99
HH Used Fresh Milk/6 Mo	25,888	83.8%	102
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	17,906	57.9%	80
Health (Adults)			
Exercise at Home 2+ Times/Wk	25,599	46.3%	94
Exercise at Club 2+ Times/Wk	5,574	10.1%	86
Visited Doctor/12 Mo	44,344	80.2%	100
Used Vitamins or Dietary Supplements/6 Mo	35,219	63.7%	96
Home (Households)			
HH Did Home Improvement/12 Mo	11,886	38.5%	98
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	8,474	27.4%	90
HH Purchased Low Ticket HH Furnishing/12 Mo	7,360	23.8%	97
HH Purchased Big Ticket HH Furnishing/12 Mo	8,474	27.4%	96
HH Bought Small Kitchen Appliance/12 Mo	7,719	25.0%	96
HH Bought Large Kitchen Appliance/12 Mo	4,866	15.7%	97
Insurance (Adults/Households)			
Currently Carry Life Insurance	28,675	51.9%	101
Personally Carry Any Med/Hosp/Accident Insur	46,785	84.6%	99
Homeowner Carries Home/Personal Property Insurance	33,692	60.9%	99
Renter Carries Home/Pers Property Insurance	6,707	12.1%	102
HH Has 1 Vehicle Covered w/Auto Insurance	10,440	33.8%	110
HH Has 2 Vehicles Covered w/Auto Insurance	9,450	30.6%	93
HH Has 3+ Vehicles Covered w/Auto Insurance	7,527	24.4%	92
Pets (Households)			
HH Owns Cat	7,653	24.8%	107
HH Owns Dog	11,967	38.7%	98
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	9,559	17.3%	93
Buying American Is Important: 4-Agr Cmpl	19,560	35.4%	110
Buy Based on Quality Not Price: 4-Agr Cmpl	7,689	13.9%	92
Buy on Credit Rather Than Wait: 4-Agr Cmpl	6,317	11.4%	90
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	5,949	10.8%	98
Will Pay More for Env Safe Prods: 4-Agr Cmpl	6,121	11.1%	91
Buy Based on Price Not Brands: 4-Agr Cmpl	15,493	28.0%	103
Am Interested in How to Help Env: 4-Agr Cmpl	9,559	17.3%	93
Reading (Adults)			
Bought Digital Book/12 Mo	9,347	16.9%	90
Bought Hardcover Book/12 Mo	14,025	25.4%	94
Bought Paperback Book/12 Mo	17,764	32.1%	94
Read Daily Newspaper (Paper Version)	9,549	17.3%	112
Read Digital Newspaper/30 Days	25,139	45.5%	90
Read Magazine (Paper/Electronic Vers)/6 Mo	46,990	85.0%	98

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Restaurants (Adults)			
Went to Family Restrn/SteakHse/6 Mo	36,991	66.9%	101
Went to Family Restrn/SteakHse 4+ Times/30 Days	11,872	21.5%	104
Spent \$101-200 at Family Restrn/SteakHse/30 Days	5,070	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	22,200	40.2%	103
Ordered Eat-In Fast Food/6 Mo	11,038	20.0%	98
Ordered Home Delivery Fast Food/6 Mo	6,817	12.3%	92
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	33,994	61.5%	105
Ordered Take-Out/Walk-In Fast Food/6 Mo	10,851	19.6%	88
Television & Electronics (Adults/Households)			
Own Tablet	31,478	56.9%	97
Own E-Reader	6,850	12.4%	86
Own E-Reader/Tablet: Apple iPad	17,292	31.3%	84
HH Owns Internet Connectable TV	13,030	42.2%	98
Own Portable MP3 Player	5,991	10.8%	97
HH Owns 1 TV	5,574	18.0%	99
HH Owns 2 TVs	8,815	28.5%	101
HH Owns 3 TVs	7,342	23.8%	104
HH Owns 4+ TVs	6,819	22.1%	98
HH Subscribes to Cable TV	10,737	34.7%	102
HH Subscribes to Fiber Optic TV	1,105	3.6%	68
HH Owns Portable GPS Device	6,550	21.2%	102
HH Purchased Video Game System/12 Mo	1,806	5.8%	73
HH Owns Internet Video Device for TV	15,773	51.0%	97
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	27,526	49.8%	93
Took 3+ Domestic Non-Business Trips/12 Mo	6,740	12.2%	88
Spent \$1-999 on Domestic Vacations/12 Mo	7,178	13.0%	95
Spent \$1K-1499 on Domestic Vacations/12 Mo	3,065	5.5%	87
Spent \$1500-1999 on Domestic Vacations/12 Mo	1,945	3.5%	92
Spent \$2K-2999 on Domestic Vacations/12 Mo	2,070	3.7%	94
Spent \$3K+ on Domestic Vacations/12 Mo	2,860	5.2%	78
Used Intrnt Travel Site for Domestic Trip/12 Mo	2,433	4.4%	79
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	13,521	24.5%	74
Took 3+ Foreign Trips by Plane/3 Yrs	2,429	4.4%	60
Spent \$1-999 on Foreign Vacations/12 Mo	3,124	5.7%	73
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	1,228	2.2%	73
Spent \$3K+ on Foreign Vacations/12 Mo	1,444	2.6%	62
Used General Travel Site: Foreign Trip/3 Yrs	2,227	4.0%	63
Spent Night at Hotel or Motel/12 Mo	23,359	42.3%	93
Took Cruise of More Than One Day/3 Yrs	4,614	8.3%	83
Member of Frequent Flyer Program	11,604	21.0%	76
Member of Hotel Rewards Program	13,867	25.1%	87

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