



Retail Marketplace Potential

Decatur city, IL (1718823)

Geography: Place

Demographic Summary		2018	2023
Population		72,323	69,421
Population 18+		57,214	54,845
Households		31,026	29,904
Median Household Income		\$40,783	\$43,259

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	25,777	45.1%	96
Bought any women's clothing in last 12 months	23,006	40.2%	93
Bought clothing for child <13 years in last 6 months	14,863	26.0%	97
Bought any shoes in last 12 months	28,051	49.0%	92
Bought costume jewelry in last 12 months	9,671	16.9%	93
Bought any fine jewelry in last 12 months	10,017	17.5%	98
Bought a watch in last 12 months	9,059	15.8%	100
Automobiles (Households)			
HH owns/leases any vehicle	25,032	80.7%	94
HH bought/leased new vehicle last 12 mo	2,300	7.4%	77
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	47,129	82.4%	97
Bought/changed motor oil in last 12 months	27,637	48.3%	101
Had tune-up in last 12 months	13,669	23.9%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,507	65.6%	94
Drank regular cola in last 6 months	27,971	48.9%	110
Drank beer/ale in last 6 months	22,470	39.3%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,744	10.0%	86
Own digital SLR camera/camcorder	3,217	5.6%	72
Printed digital photos in last 12 months	10,933	19.1%	82
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	20,284	35.5%	98
Have a smartphone	42,554	74.4%	93
Have a smartphone: Android phone (any brand)	24,044	42.0%	108
Have a smartphone: Apple iPhone	16,600	29.0%	76
Number of cell phones in household: 1	11,612	37.4%	121
Number of cell phones in household: 2	11,277	36.3%	95
Number of cell phones in household: 3+	6,642	21.4%	78
HH has cell phone only (no landline telephone)	17,320	55.8%	106
Computers (Households)			
HH owns a computer	19,982	64.4%	87
HH owns desktop computer	10,403	33.5%	87
HH owns laptop/notebook	14,745	47.5%	84
HH owns any Apple/Mac brand computer	3,442	11.1%	63
HH owns any PC/non-Apple brand computer	17,756	57.2%	91
HH purchased most recent computer in a store	10,192	32.8%	89
HH purchased most recent computer online	3,114	10.0%	75
Spent <\$500 on most recent home computer	4,902	15.8%	104
Spent \$500-\$999 on most recent home computer	4,820	15.5%	88
Spent \$1,000-\$1,499 on most recent home computer	2,166	7.0%	73
Spent \$1,500-\$1,999 on most recent home computer	1,098	3.5%	77
Spent \$2,000+ on most recent home computer	838	2.7%	67

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 2018 and 2023.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	36,250	63.4%	101
Bought brewed coffee at convenience store in last 30 days	7,623	13.3%	99
Bought cigarettes at convenience store in last 30 days	8,706	15.2%	139
Bought gas at convenience store in last 30 days	22,629	39.6%	107
Spent at convenience store in last 30 days: <\$20	3,870	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	5,329	9.3%	97
Spent at convenience store in last 30 days: \$40-\$50	4,649	8.1%	98
Spent at convenience store in last 30 days: \$51-\$99	3,268	5.7%	102
Spent at convenience store in last 30 days: \$100+	13,719	24.0%	108
Entertainment (Adults)			
Attended a movie in last 6 months	31,235	54.6%	92
Went to live theater in last 12 months	5,391	9.4%	81
Went to a bar/night club in last 12 months	9,160	16.0%	92
Dined out in last 12 months	25,536	44.6%	87
Gambled at a casino in last 12 months	6,837	11.9%	92
Visited a theme park in last 12 months	8,123	14.2%	75
Viewed movie (video-on-demand) in last 30 days	8,847	15.5%	85
Viewed TV show (video-on-demand) in last 30 days	7,163	12.5%	90
Watched any pay-per-view TV in last 12 months	4,933	8.6%	78
Downloaded a movie over the Internet in last 30 days	4,752	8.3%	92
Downloaded any individual song in last 6 months	9,602	16.8%	83
Watched a movie online in the last 30 days	12,057	21.1%	88
Watched a TV program online in last 30 days	8,525	14.9%	83
Played a video/electronic game (console) in last 12 months	6,045	10.6%	116
Played a video/electronic game (portable) in last 12 months	3,159	5.5%	106
Financial (Adults)			
Have home mortgage (1st)	14,252	24.9%	79
Used ATM/cash machine in last 12 months	26,826	46.9%	88
Own any stock	2,942	5.1%	71
Own U.S. savings bond	2,596	4.5%	94
Own shares in mutual fund (stock)	3,211	5.6%	81
Own shares in mutual fund (bonds)	2,184	3.8%	80
Have interest checking account	14,582	25.5%	86
Have non-interest checking account	15,921	27.8%	94
Have savings account	29,037	50.8%	87
Have 401K retirement savings plan	7,117	12.4%	80
Own/used any credit/debit card in last 12 months	41,742	73.0%	92
Avg monthly credit card expenditures: <\$111	7,274	12.7%	106
Avg monthly credit card expenditures: \$111-\$225	4,115	7.2%	100
Avg monthly credit card expenditures: \$226-\$450	3,537	6.2%	92
Avg monthly credit card expenditures: \$451-\$700	2,812	4.9%	79
Avg monthly credit card expenditures: \$701-\$1,000	2,428	4.2%	73
Avg monthly credit card expenditures: \$1,001+	4,062	7.1%	65
Did banking online in last 12 months	17,440	30.5%	78
Did banking on mobile device in last 12 months	10,324	18.0%	77
Paid bills online in last 12 months	23,336	40.8%	83

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	21,195	68.3%	100
Used bread in last 6 months	29,147	93.9%	100
Used chicken (fresh or frozen) in last 6 months	20,493	66.1%	96
Used turkey (fresh or frozen) in last 6 months	4,761	15.3%	100
Used fish/seafood (fresh or frozen) in last 6 months	16,170	52.1%	95
Used fresh fruit/vegetables in last 6 months	26,079	84.1%	96
Used fresh milk in last 6 months	26,515	85.5%	99
Used organic food in last 6 months	5,748	18.5%	78
Health (Adults)			
Exercise at home 2+ times per week	13,557	23.7%	85
Exercise at club 2+ times per week	6,071	10.6%	74
Visited a doctor in last 12 months	42,538	74.3%	97
Used vitamin/dietary supplement in last 6 months	28,721	50.2%	93
Home (Households)			
Any home improvement in last 12 months	7,742	25.0%	90
Used housekeeper/maid/professional HH cleaning service in last 12	3,215	10.4%	74
Purchased low ticket HH furnishings in last 12 months	4,666	15.0%	90
Purchased big ticket HH furnishings in last 12 months	6,280	20.2%	92
Bought any small kitchen appliance in last 12 months	6,293	20.3%	90
Bought any large kitchen appliance in last 12 months	4,020	13.0%	92
Insurance (Adults/Households)			
Currently carry life insurance	24,628	43.0%	97
Carry medical/hospital/accident insurance	40,084	70.1%	94
Carry homeowner insurance	24,189	42.3%	89
Carry renter's insurance	4,929	8.6%	100
Have auto insurance: 1 vehicle in household covered	10,700	34.5%	113
Have auto insurance: 2 vehicles in household covered	7,592	24.5%	85
Have auto insurance: 3+ vehicles in household covered	5,619	18.1%	79
Pets (Households)			
Household owns any pet	16,548	53.3%	98
Household owns any cat	7,382	23.8%	104
Household owns any dog	12,300	39.6%	95
Psychographics (Adults)			
Buying American is important to me	24,672	43.1%	106
Usually buy items on credit rather than wait	7,128	12.5%	95
Usually buy based on quality - not price	11,157	19.5%	101
Price is usually more important than brand name	17,236	30.1%	108
Usually use coupons for brands I buy often	11,172	19.5%	109
Am interested in how to help the environment	10,016	17.5%	96
Usually pay more for environ safe product	7,919	13.8%	97
Usually value green products over convenience	6,461	11.3%	100
Likely to buy a brand that supports a charity	19,767	34.5%	100
Reading (Adults)			
Bought digital book in last 12 months	5,299	9.3%	70
Bought hardcover book in last 12 months	9,738	17.0%	86
Bought paperback book in last 12 month	13,933	24.4%	84
Read any daily newspaper (paper version)	14,129	24.7%	120
Read any digital newspaper in last 30 days	19,155	33.5%	89
Read any magazine (paper/electronic version) in last 6 months	51,145	89.4%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	41,745	73.0%	97
Went to family restaurant/steak house: 4+ times a month	14,810	25.9%	96
Went to fast food/drive-in restaurant in last 6 months	51,559	90.1%	100
Went to fast food/drive-in restaurant 9+ times/mo	22,966	40.1%	101
Fast food/drive-in last 6 months: eat in	20,287	35.5%	97
Fast food/drive-in last 6 months: home delivery	4,798	8.4%	100
Fast food/drive-in last 6 months: take-out/drive-thru	27,626	48.3%	102
Fast food/drive-in last 6 months: take-out/walk-in	11,509	20.1%	95
Television & Electronics (Adults/Households)			
Own any tablet	22,276	38.9%	85
Own any e-reader	3,306	5.8%	78
Own e-reader/tablet: iPad	11,459	20.0%	75
HH has Internet connectable TV	6,775	21.8%	84
Own any portable MP3 player	9,883	17.3%	80
HH owns 1 TV	6,408	20.7%	99
HH owns 2 TVs	8,513	27.4%	102
HH owns 3 TVs	6,584	21.2%	101
HH owns 4+ TVs	5,171	16.7%	94
HH subscribes to cable TV	14,499	46.7%	105
HH subscribes to fiber optic	1,757	5.7%	71
HH owns portable GPS navigation device	6,753	21.8%	88
HH purchased video game system in last 12 mos	2,160	7.0%	82
HH owns any Internet video device for TV	4,958	16.0%	78
Travel (Adults)			
Domestic travel in last 12 months	23,713	41.4%	80
Took 3+ domestic non-business trips in last 12 months	5,114	8.9%	75
Spent on domestic vacations in last 12 months: <\$1,000	5,539	9.7%	90
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,841	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,825	3.2%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,737	3.0%	80
Spent on domestic vacations in last 12 months: \$3,000+	2,580	4.5%	72
Domestic travel in the 12 months: used general travel website	2,808	4.9%	71
Foreign travel in last 3 years	9,501	16.6%	63
Took 3+ foreign trips by plane in last 3 years	1,614	2.8%	59
Spent on foreign vacations in last 12 months: <\$1,000	1,845	3.2%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,454	2.5%	67
Spent on foreign vacations in last 12 months: \$3,000+	2,086	3.6%	62
Foreign travel in last 3 years: used general travel website	1,948	3.4%	56
Nights spent in hotel/motel in last 12 months: any	19,969	34.9%	80
Took cruise of more than one day in last 3 years	3,646	6.4%	74
Member of any frequent flyer program	5,417	9.5%	54
Member of any hotel rewards program	6,927	12.1%	72

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