



Retail Goods and Services Expenditures

Decatur city, IL (1718823)

Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Midlife Constants (5E)	21.2%	Population	72,323	69,421
Traditional Living (12B)	11.9%	Households	31,026	29,904
Hardscrabble Road (8G)	10.5%	Families	17,969	17,173
Comfortable Empty Nesters (5A)	10.1%	Median Age	40.1	40.8
Modest Income Homes (12D)	7.9%	Median Household Income	\$40,783	\$43,259
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,545.77	\$47,959,151
Men's		72	\$299.56	\$9,294,051
Women's		71	\$524.46	\$16,271,970
Children's		73	\$234.61	\$7,278,947
Footwear		71	\$334.07	\$10,364,814
Watches & Jewelry		69	\$99.19	\$3,077,434
Apparel Products and Services (1)		65	\$53.89	\$1,671,935
Computer				
Computers and Hardware for Home Use		71	\$120.75	\$3,746,462
Portable Memory		71	\$3.86	\$119,623
Computer Software		71	\$7.44	\$230,767
Computer Accessories		72	\$13.51	\$419,190
Entertainment & Recreation		73	\$2,355.96	\$73,096,065
Fees and Admissions		66	\$452.12	\$14,027,440
Membership Fees for Clubs (2)		66	\$149.48	\$4,637,898
Fees for Participant Sports, excl. Trips		69	\$78.25	\$2,427,700
Tickets to Theatre/Operas/Concerts		66	\$43.78	\$1,358,287
Tickets to Movies/Museums/Parks		66	\$52.48	\$1,628,231
Admission to Sporting Events, excl. Trips		72	\$43.01	\$1,334,374
Fees for Recreational Lessons		61	\$84.50	\$2,621,633
Dating Services		93	\$0.62	\$19,318
TV/Video/Audio		77	\$1,005.15	\$31,185,845
Cable and Satellite Television Services		78	\$753.99	\$23,393,389
Televisions		76	\$89.61	\$2,780,203
Satellite Dishes		63	\$1.11	\$34,577
VCRs, Video Cameras, and DVD Players		75	\$4.12	\$127,725
Miscellaneous Video Equipment		73	\$10.53	\$326,650
Video Cassettes and DVDs		75	\$9.28	\$287,838
Video Game Hardware/Accessories		79	\$23.43	\$727,084
Video Game Software		81	\$12.06	\$374,288
Streaming/Downloaded Video		72	\$23.91	\$741,984
Rental of Video Cassettes and DVDs		70	\$9.01	\$279,531
Installation of Televisions		56	\$0.52	\$15,991
Audio (3)		69	\$64.66	\$2,006,232
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.91	\$90,351
Pets		76	\$480.73	\$14,915,239
Toys/Games/Crafts/Hobbies (4)		73	\$84.42	\$2,619,297
Recreational Vehicles and Fees (5)		69	\$75.99	\$2,357,592
Sports/Recreation/Exercise Equipment (6)		69	\$122.41	\$3,797,922
Photo Equipment and Supplies (7)		68	\$36.21	\$1,123,297
Reading (8)		72	\$81.23	\$2,520,201
Catered Affairs (9)		66	\$17.70	\$549,233
Food		73	\$6,262.88	\$194,312,199
Food at Home		75	\$3,746.87	\$116,250,437
Bakery and Cereal Products		75	\$494.36	\$15,338,139
Meats, Poultry, Fish, and Eggs		75	\$849.64	\$26,360,843
Dairy Products		74	\$385.69	\$11,966,460
Fruits and Vegetables		73	\$718.14	\$22,281,063
Snacks and Other Food at Home (10)		75	\$1,299.04	\$40,303,931
Food Away from Home		72	\$2,516.01	\$78,061,762
Alcoholic Beverages		70	\$393.59	\$12,211,513

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Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	67	\$3,378.07	\$104,808,135
Value of Retirement Plans	72	\$16,655.70	\$516,759,886
Value of Other Financial Assets	79	\$1,114.08	\$34,565,369
Vehicle Loan Amount excluding Interest	77	\$2,156.54	\$66,908,710
Value of Credit Card Debt	72	\$425.55	\$13,203,250
Health			
Nonprescription Drugs	77	\$103.20	\$3,201,789
Prescription Drugs	81	\$291.43	\$9,041,994
Eyeglasses and Contact Lenses	75	\$69.56	\$2,158,221
Home			
Mortgage Payment and Basics (11)	68	\$5,906.51	\$183,255,428
Maintenance and Remodeling Services	68	\$1,388.23	\$43,071,074
Maintenance and Remodeling Materials (12)	73	\$359.97	\$11,168,336
Utilities, Fuel, and Public Services	77	\$3,802.02	\$117,961,414
Household Furnishings and Equipment			
Household Textiles (13)	72	\$70.90	\$2,199,815
Furniture	73	\$445.09	\$13,809,359
Rugs	73	\$17.99	\$558,245
Major Appliances (14)	76	\$263.22	\$8,166,520
Housewares (15)	73	\$75.53	\$2,343,240
Small Appliances	74	\$36.08	\$1,119,404
Luggage	66	\$9.00	\$279,272
Telephones and Accessories	65	\$45.54	\$1,412,836
Household Operations			
Child Care	66	\$337.19	\$10,461,741
Lawn and Garden (16)	75	\$320.99	\$9,959,033
Moving/Storage/Freight Express	68	\$43.74	\$1,357,027
Housekeeping Supplies (17)	75	\$539.27	\$16,731,369
Insurance			
Owners and Renters Insurance	76	\$431.90	\$13,400,243
Vehicle Insurance	75	\$942.02	\$29,227,102
Life/Other Insurance	72	\$299.20	\$9,282,899
Health Insurance	75	\$2,850.56	\$88,441,321
Personal Care Products (18)	72	\$350.82	\$10,884,674
School Books and Supplies (19)	70	\$105.13	\$3,261,910
Smoking Products	88	\$364.26	\$11,301,490
Transportation			
Payments on Vehicles excluding Leases	76	\$1,805.93	\$56,030,761
Gasoline and Motor Oil	75	\$1,802.02	\$55,909,477
Vehicle Maintenance and Repairs	74	\$793.40	\$24,615,949
Travel			
Airline Fares	65	\$343.72	\$10,664,407
Lodging on Trips	69	\$395.71	\$12,277,159
Auto/Truck Rental on Trips	66	\$18.34	\$569,062
Food and Drink on Trips	68	\$354.48	\$10,998,197

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January 31, 2019



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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 civic 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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