



Decatur city, IL (1718823)
 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	21.1%	Population	71,919	69,177
Traditional Living (12B)	11.8%	Households	30,882	29,827
Hardscrabble Road (8G)	10.4%	Families	17,833	17,074
Comfortable Empty Nesters (5A)	10.2%	Median Age	40.3	41.1
Modest Income Homes (12D)	7.8%	Median Household Income	\$44,773	\$50,053
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		70	\$1,496.17	\$46,204,703
Men's		69	\$287.22	\$8,869,901
Women's		70	\$500.96	\$15,470,555
Children's		71	\$227.96	\$7,039,778
Footwear		71	\$339.95	\$10,498,487
Watches & Jewelry		70	\$96.40	\$2,977,163
Apparel Products and Services (1)		66	\$43.68	\$1,348,819
Computer				
Computers and Hardware for Home Use		69	\$114.43	\$3,533,773
Portable Memory		65	\$2.92	\$90,215
Computer Software		72	\$7.27	\$224,618
Computer Accessories		71	\$13.48	\$416,362
Entertainment & Recreation		71	\$2,329.86	\$71,950,794
Fees and Admissions		65	\$460.23	\$14,212,680
Membership Fees for Clubs (2)		64	\$150.48	\$4,647,105
Fees for Participant Sports, excl. Trips		66	\$70.91	\$2,189,996
Tickets to Theatre/Operas/Concerts		65	\$48.78	\$1,506,577
Tickets to Movies		65	\$35.79	\$1,105,274
Tickets to Parks or Museums		67	\$21.74	\$671,233
Admission to Sporting Events, excl. Trips		71	\$45.08	\$1,392,311
Fees for Recreational Lessons		61	\$86.85	\$2,682,252
Dating Services		83	\$0.58	\$17,932
TV/Video/Audio		75	\$923.92	\$28,532,635
Cable and Satellite Television Services		77	\$674.11	\$20,817,820
Televisions		73	\$79.49	\$2,454,904
Satellite Dishes		67	\$1.05	\$32,439
VCRs, Video Cameras, and DVD Players		72	\$4.15	\$128,136
Miscellaneous Video Equipment		75	\$19.05	\$588,437
Video Cassettes and DVDs		74	\$8.50	\$262,650
Video Game Hardware/Accessories		78	\$21.64	\$668,174
Video Game Software		75	\$11.45	\$353,641
Rental/Streaming/Downloaded Video		71	\$33.40	\$1,031,558
Installation of Televisions		63	\$0.72	\$22,236
Audio (3)		69	\$67.68	\$2,089,963
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.68	\$82,676
Pets		73	\$484.09	\$14,949,527
Toys/Games/Crafts/Hobbies (4)		73	\$86.02	\$2,656,417
Recreational Vehicles and Fees (5)		67	\$106.51	\$3,289,342
Sports/Recreation/Exercise Equipment (6)		68	\$139.97	\$4,322,556
Photo Equipment and Supplies (7)		70	\$36.27	\$1,119,954
Reading (8)		71	\$75.42	\$2,329,148
Catered Affairs (9)		65	\$17.44	\$538,534
Food		72	\$6,333.95	\$195,604,897
Food at Home		73	\$3,755.18	\$115,967,366
Bakery and Cereal Products		73	\$494.68	\$15,276,814
Meats, Poultry, Fish, and Eggs		73	\$829.26	\$25,609,177
Dairy Products		73	\$389.38	\$12,024,882
Fruits and Vegetables		70	\$716.90	\$22,139,372
Snacks and Other Food at Home (10)		74	\$1,324.95	\$40,917,120
Food Away from Home		70	\$2,578.77	\$79,637,531
Alcoholic Beverages		67	\$386.07	\$11,922,551

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$14,740.10	\$455,203,658
Value of Retirement Plans	70	\$66,437.33	\$2,051,717,477
Value of Other Financial Assets	80	\$4,548.55	\$140,468,468
Vehicle Loan Amount excluding Interest	74	\$2,126.96	\$65,684,932
Value of Credit Card Debt	70	\$1,719.58	\$53,103,950
Health			
Nonprescription Drugs	76	\$108.83	\$3,360,741
Prescription Drugs	80	\$291.60	\$9,005,074
Eyeglasses and Contact Lenses	76	\$68.68	\$2,120,959
Home			
Mortgage Payment and Basics (11)	67	\$6,728.29	\$207,782,904
Maintenance and Remodeling Services	65	\$1,390.95	\$42,955,211
Maintenance and Remodeling Materials (12)	74	\$360.14	\$11,121,898
Utilities, Fuel, and Public Services	75	\$3,665.42	\$113,195,616
Household Furnishings and Equipment			
Household Textiles (13)	73	\$72.73	\$2,245,903
Furniture	71	\$435.86	\$13,460,155
Rugs	74	\$23.84	\$736,145
Major Appliances (14)	72	\$256.38	\$7,917,433
Housewares (15)	72	\$76.27	\$2,355,305
Small Appliances	72	\$35.21	\$1,087,454
Luggage	66	\$9.19	\$283,878
Telephones and Accessories	63	\$47.66	\$1,471,879
Household Operations			
Child Care	64	\$328.62	\$10,148,573
Lawn and Garden (16)	71	\$332.64	\$10,272,632
Moving/Storage/Freight Express	69	\$46.10	\$1,423,637
Housekeeping Supplies (17)	74	\$552.06	\$17,048,693
Insurance			
Owners and Renters Insurance	76	\$438.00	\$13,526,364
Vehicle Insurance	74	\$1,145.00	\$35,359,822
Life/Other Insurance	74	\$340.10	\$10,503,093
Health Insurance	75	\$2,945.77	\$90,971,335
Personal Care Products (18)	72	\$361.39	\$11,160,503
School Books and Supplies (19)	69	\$107.08	\$3,306,881
Smoking Products	86	\$345.31	\$10,663,987
Transportation			
Payments on Vehicles excluding Leases	75	\$1,896.09	\$58,555,043
Gasoline and Motor Oil	74	\$1,688.64	\$52,148,679
Vehicle Maintenance and Repairs	74	\$840.98	\$25,971,113
Travel			
Airline Fares	63	\$344.40	\$10,635,612
Lodging on Trips	67	\$417.28	\$12,886,321
Auto/Truck Rental on Trips	66	\$17.19	\$530,835
Food and Drink on Trips	67	\$360.83	\$11,143,207

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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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