



Retail Marketplace Potential

Decatur city, IL (1718823)

Geography: Place

Demographic Summary		2020	2025
Population		71,548	68,680
Population 18+		56,651	54,391
Households		30,910	29,806
Median Household Income		\$43,276	\$44,799

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	26,347	46.5%	96
Bought any women's clothing in last 12 months	23,927	42.2%	96
Bought clothing for child <13 years in last 6 months	14,105	24.9%	95
Bought any shoes in last 12 months	28,188	49.8%	95
Bought costume jewelry in last 12 months	8,702	15.4%	90
Bought any fine jewelry in last 12 months	10,060	17.8%	98
Bought a watch in last 12 months	8,356	14.7%	96
Automobiles (Households)			
HH owns/leases any vehicle	25,377	82.1%	96
HH bought/leased new vehicle last 12 months	2,441	7.9%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	46,979	82.9%	97
Bought/changed motor oil in last 12 months	26,703	47.1%	101
Had tune-up in last 12 months	13,308	23.5%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,487	67.9%	94
Drank regular cola in last 6 months	26,544	46.9%	108
Drank beer/ale in last 6 months	21,780	38.4%	93
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,151	7.3%	87
Own digital SLR camera/camcorder	3,214	5.7%	74
Printed digital photos in last 12 months	10,497	18.5%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	19,095	33.7%	100
Have a smartphone	47,265	83.4%	96
Have a smartphone: Android phone (any brand)	27,044	47.7%	116
Have a smartphone: Apple iPhone	19,316	34.1%	76
Number of cell phones in household: 1	11,514	37.3%	123
Number of cell phones in household: 2	11,112	35.9%	94
Number of cell phones in household: 3+	7,327	23.7%	82
HH has cell phone only (no landline telephone)	19,449	62.9%	104
Computers (Households)			
HH owns a computer	19,995	64.7%	88
HH owns desktop computer	9,604	31.1%	88
HH owns laptop/notebook	15,293	49.5%	86
HH owns any Apple/Mac brand computer	3,867	12.5%	66
HH owns any PC/non-Apple brand computer	17,291	55.9%	92
HH purchased most recent computer in a store	9,847	31.9%	90
HH purchased most recent computer online	3,347	10.8%	77
HH spent \$1-\$499 on most recent home computer	4,896	15.8%	108
HH spent \$500-\$999 on most recent home computer	4,230	13.7%	85
HH spent \$1,000-\$1,499 on most recent home computer	2,376	7.7%	79
HH spent \$1,500-\$1,999 on most recent home computer	964	3.1%	70
HH spent \$2,000+ on most recent home computer	905	2.9%	72

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 2020 and 2025.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,473	64.4%	103
Bought brewed coffee at convenience store in last 30 days	7,146	12.6%	95
Bought cigarettes at convenience store in last 30 days	8,019	14.2%	135
Bought gas at convenience store in last 30 days	22,905	40.4%	109
Spent at convenience store in last 30 days: \$1-19	3,356	5.9%	88
Spent at convenience store in last 30 days: \$20-\$39	5,469	9.7%	104
Spent at convenience store in last 30 days: \$40-\$50	4,671	8.2%	103
Spent at convenience store in last 30 days: \$51-\$99	3,568	6.3%	116
Spent at convenience store in last 30 days: \$100+	13,471	23.8%	105
Entertainment (Adults)			
Attended a movie in last 6 months	30,427	53.7%	92
Went to live theater in last 12 months	5,091	9.0%	79
Went to a bar/night club in last 12 months	8,465	14.9%	88
Dined out in last 12 months	26,401	46.6%	92
Gambled at a casino in last 12 months	7,175	12.7%	93
Visited a theme park in last 12 months	8,229	14.5%	78
Viewed movie (video-on-demand) in last 30 days	7,591	13.4%	81
Viewed TV show (video-on-demand) in last 30 days	5,690	10.0%	86
Watched any pay-per-view TV in last 12 months	4,475	7.9%	89
Downloaded a movie over the Internet in last 30 days	4,804	8.5%	84
Downloaded any individual song in last 6 months	9,310	16.4%	87
Watched a movie online in the last 30 days	15,319	27.0%	90
Watched a TV program online in last 30 days	10,090	17.8%	88
Played a video/electronic game (console) in last 12 months	5,713	10.1%	111
Played a video/electronic game (portable) in last 12 months	2,511	4.4%	103
Financial (Adults)			
Have home mortgage (1st)	14,891	26.3%	86
Used ATM/cash machine in last 12 months	27,103	47.8%	91
Own any stock	3,450	6.1%	87
Own U.S. savings bond	1,981	3.5%	83
Own shares in mutual fund (stock)	3,373	6.0%	84
Own shares in mutual fund (bonds)	2,434	4.3%	91
Have interest checking account	14,775	26.1%	92
Have non-interest checking account	15,409	27.2%	94
Have savings account	28,737	50.7%	89
Have 401K retirement savings plan	7,905	14.0%	87
Own/used any credit/debit card in last 12 months	42,690	75.4%	94
Avg monthly credit card expenditures: \$1-110	6,774	12.0%	105
Avg monthly credit card expenditures: \$111-\$225	3,827	6.8%	93
Avg monthly credit card expenditures: \$226-\$450	3,589	6.3%	92
Avg monthly credit card expenditures: \$451-\$700	2,938	5.2%	84
Avg monthly credit card expenditures: \$701-\$1,000	2,715	4.8%	82
Avg monthly credit card expenditures: \$1,001+	5,099	9.0%	74
Did banking online in last 12 months	18,788	33.2%	85
Did banking on mobile device in last 12 months	13,130	23.2%	82
Paid bills online in last 12 months	26,030	45.9%	90

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	21,598	69.9%	102
HH used bread in last 6 months	29,144	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	20,654	66.8%	98
HH used turkey (fresh or frozen) in last 6 months	5,004	16.2%	108
HH used fish/seafood (fresh or frozen) in last 6 months	16,174	52.3%	95
HH used fresh fruit/vegetables in last 6 months	24,895	80.5%	96
HH used fresh milk in last 6 months	26,748	86.5%	102
HH used organic food in last 6 months	5,612	18.2%	75
Health (Adults)			
Exercise at home 2+ times per week	13,862	24.5%	89
Exercise at club 2+ times per week	5,821	10.3%	73
Visited a doctor in last 12 months	42,454	74.9%	98
Used vitamin/dietary supplement in last 6 months	27,359	48.3%	90
Home (Households)			
HH did any home improvement in last 12 months	7,792	25.2%	92
HH used any maid/professional cleaning service in last 12 months	3,375	10.9%	73
HH purchased low ticket HH furnishings in last 12 months	5,046	16.3%	94
HH purchased big ticket HH furnishings in last 12 months	6,562	21.2%	94
HH bought any small kitchen appliance in last 12 months	6,665	21.6%	95
HH bought any large kitchen appliance in last 12 months	3,852	12.5%	94
Insurance (Adults/Households)			
Currently carry life insurance	23,806	42.0%	97
Carry medical/hospital/accident insurance	40,958	72.3%	98
Carry homeowner insurance	24,166	42.7%	92
Carry renter's insurance	4,882	8.6%	99
HH has auto insurance: 1 vehicle in household covered	10,132	32.8%	108
HH has auto insurance: 2 vehicles in household covered	7,424	24.0%	87
HH has auto insurance: 3+ vehicles in household covered	6,327	20.5%	91
Pets (Households)			
Household owns any pet	15,895	51.4%	96
Household owns any cat	6,880	22.3%	98
Household owns any dog	12,119	39.2%	95
Psychographics (Adults)			
Buying American is important to me	22,625	39.9%	108
Usually buy items on credit rather than wait	7,345	13.0%	96
Usually buy based on quality - not price	9,874	17.4%	95
Price is usually more important than brand name	16,960	29.9%	107
Usually use coupons for brands I buy often	8,831	15.6%	98
Am interested in how to help the environment	9,944	17.6%	89
Usually pay more for environ safe product	8,115	14.3%	97
Usually value green products over convenience	6,397	11.3%	99
Likely to buy a brand that supports a charity	20,138	35.5%	99
Reading (Adults)			
Bought digital book in last 12 months	5,985	10.6%	81
Bought hardcover book in last 12 months	9,800	17.3%	87
Bought paperback book in last 12 month	13,404	23.7%	84
Read any daily newspaper (paper version)	10,848	19.1%	121
Read any digital newspaper in last 30 days	21,150	37.3%	91
Read any magazine (paper/electronic version) in last 6 months	50,893	89.8%	99

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	40,605	71.7%	97
Went to family restaurant/steak house: 4+ times a month	14,926	26.3%	101
Went to fast food/drive-in restaurant in last 6 months	51,450	90.8%	100
Went to fast food/drive-in restaurant 9+ times/month	22,794	40.2%	103
Fast food restaurant last 6 months: eat in	19,570	34.5%	96
Fast food restaurant last 6 months: home delivery	4,650	8.2%	97
Fast food restaurant last 6 months: take-out/drive-thru	26,516	46.8%	102
Fast food restaurant last 6 months: take-out/walk-in	11,317	20.0%	96
Television & Electronics (Adults/Households)			
Own any tablet	24,910	44.0%	88
Own any e-reader	4,413	7.8%	81
Own e-reader/tablet: iPad	11,825	20.9%	71
HH has Internet connectable TV	8,961	29.0%	91
Own any portable MP3 player	8,231	14.5%	91
HH owns 1 TV	6,569	21.3%	99
HH owns 2 TVs	8,481	27.4%	104
HH owns 3 TVs	6,501	21.0%	100
HH owns 4+ TVs	4,726	15.3%	91
HH subscribes to cable TV	13,012	42.1%	102
HH subscribes to fiber optic	1,253	4.1%	63
HH owns portable GPS navigation device	5,894	19.1%	94
HH purchased video game system in last 12 months	1,909	6.2%	73
HH owns any Internet video device for TV	7,287	23.6%	85
Travel (Adults)			
Took domestic trip in continental US last 12 months	24,793	43.8%	83
Took 3+ domestic non-business trips in last 12 months	5,371	9.5%	79
Spent on domestic vacations in last 12 months: \$1-999	5,423	9.6%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,727	4.8%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,739	3.1%	79
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,140	3.8%	86
Spent on domestic vacations in last 12 months: \$3,000+	2,926	5.2%	81
Domestic travel in last 12 months: used general travel website	2,742	4.8%	73
Took foreign trip (including Alaska and Hawaii) in last 3 years	10,394	18.3%	64
Took 3+ foreign trips by plane in last 3 years	1,987	3.5%	60
Spent on foreign vacations in last 12 months: \$1-999	1,971	3.5%	70
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,663	2.9%	68
Spent on foreign vacations in last 12 months: \$3,000+	2,366	4.2%	63
Foreign travel in last 3 years: used general travel website	2,047	3.6%	62
Nights spent in hotel/motel in last 12 months: any	21,305	37.6%	84
Took cruise of more than one day in last 3 years	3,576	6.3%	69
Member of any frequent flyer program	6,610	11.7%	63
Member of any hotel rewards program	7,959	14.0%	74

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