



Retail Marketplace Potential

Decatur city, IL (1718823)
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 Geography: Place

Demographic Summary		2021	2026
Population		71,463	68,549
Population 18+		56,656	54,309
Households		30,918	29,792
Median Household Income		\$42,903	\$46,162

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	26,749	47.2%	96
Bought any women's clothing in last 12 months	25,065	44.2%	98
Bought any shoes in last 12 months	28,892	51.0%	95
Bought costume jewelry in last 12 months	8,948	15.8%	98
Bought any fine jewelry in last 12 months	10,345	18.3%	100
Bought a watch in last 12 months	7,856	13.9%	95
Automobiles (Households)			
HH owns/leases any vehicle	25,601	82.8%	96
HH bought/leased new vehicle last 12 months	2,246	7.3%	80
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	46,933	82.8%	97
Bought/changed motor oil in last 12 months	26,074	46.0%	101
Had tune-up in last 12 months	13,085	23.1%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	38,590	68.1%	96
Drank non-diet (regular) in last 6 months	25,842	45.6%	108
Drank beer/ale in last 6 months	22,301	39.4%	95
Cameras (Adults)			
Own digital point & shoot camera/camcorder	4,316	7.6%	95
Own digital SLR camera/camcorder	3,642	6.4%	81
Printed digital photos in last 12 months	10,512	18.6%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	18,521	32.7%	101
Have a smartphone	48,893	86.3%	97
Have a smartphone: Android phone (any brand)	26,513	46.8%	115
Have a smartphone: Apple iPhone	21,610	38.1%	79
Number of cell phones in household: 1	11,216	36.3%	120
Number of cell phones in household: 2	11,239	36.4%	96
Number of cell phones in household: 3+	7,605	24.6%	83
HH has cell phone only (no landline telephone)	20,413	66.0%	102
Computers (Households)			
HH owns a computer	20,532	66.4%	89
HH owns desktop computer	9,324	30.2%	87
HH owns laptop/notebook	15,879	51.4%	87
HH owns any Apple/Mac brand computer	4,283	13.9%	69
HH owns any PC/non-Apple brand computer	17,489	56.6%	93
HH purchased most recent computer in a store	9,773	31.6%	90
HH purchased most recent computer online	3,891	12.6%	80
HH spent \$1-\$499 on most recent home computer	4,669	15.1%	106
HH spent \$500-\$999 on most recent home computer	4,431	14.3%	86
HH spent \$1,000-\$1,499 on most recent home computer	2,608	8.4%	82
HH spent \$1,500-\$1,999 on most recent home computer	1,174	3.8%	77
HH spent \$2,000+ on most recent home computer	1,052	3.4%	77

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 2021 and 2026.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	36,044	63.6%	103
Bought brewed coffee at convenience store in last 30 days	6,730	11.9%	94
Bought cigarettes at convenience store in last 30 days	7,050	12.4%	136
Bought gas at convenience store in last 30 days	23,059	40.7%	111
Spent at convenience store in last 30 days: \$1-19	3,683	6.5%	93
Spent at convenience store in last 30 days: \$20-\$39	5,404	9.5%	102
Spent at convenience store in last 30 days: \$40-\$50	4,546	8.0%	99
Spent at convenience store in last 30 days: \$51-\$99	3,759	6.6%	120
Spent at convenience store in last 30 days: \$100+	13,232	23.4%	107
Entertainment (Adults)			
Attended a movie in last 6 months	30,774	54.3%	91
Went to live theater in last 12 months	5,825	10.3%	83
Went to a bar/night club in last 12 months	8,870	15.7%	88
Dined out in last 12 months	26,795	47.3%	93
Gambled at a casino in last 12 months	7,214	12.7%	96
Visited a theme park in last 12 months	7,899	13.9%	75
Viewed movie (video-on-demand) in last 30 days	7,132	12.6%	84
Viewed TV show (video-on-demand) in last 30 days	4,819	8.5%	84
Watched any pay-per-view TV in last 12 months	3,455	6.1%	82
Downloaded a movie over the Internet in last 30 days	4,636	8.2%	87
Downloaded any individual song in last 6 months	9,463	16.7%	90
Used internet to watch a movie online in the last 30 days	17,011	30.0%	93
Used internet to watch a TV program online in last 30 days	11,396	20.1%	95
Played a video/electronic game (console) in last 12 months	5,852	10.3%	109
Played a video/electronic game (portable) in last 12 months	2,817	5.0%	103
Financial (Adults)			
Have home mortgage (1st)	14,944	26.4%	81
Used ATM/cash machine in last 12 months	28,120	49.6%	92
Own any stock	3,879	6.8%	82
Own U.S. savings bond	2,934	5.2%	106
Own shares in mutual fund (stock)	4,141	7.3%	91
Own shares in mutual fund (bonds)	2,796	4.9%	95
Have interest checking account	16,084	28.4%	95
Have non-interest checking account	15,389	27.2%	88
Have savings account	30,103	53.1%	89
Have 401K retirement savings plan	9,197	16.2%	93
Own/used any credit/debit card in last 12 months	44,188	78.0%	94
Avg monthly credit card expenditures: \$1-110	7,025	12.4%	109
Avg monthly credit card expenditures: \$111-\$225	3,688	6.5%	89
Avg monthly credit card expenditures: \$226-\$450	4,258	7.5%	102
Avg monthly credit card expenditures: \$451-\$700	3,465	6.1%	89
Avg monthly credit card expenditures: \$701-\$1,000	3,113	5.5%	87
Avg monthly credit card expenditures: \$1001-2000	3,571	6.3%	79
Avg monthly credit card expenditures: \$2001+	2,759	4.9%	71
Did banking online in last 12 months	20,722	36.6%	85
Did banking on mobile device in last 12 months	15,353	27.1%	84
Paid bills online in last 12 months	27,782	49.0%	89

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Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	21,440	69.3%	102
HH used bread in last 6 months	29,145	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	19,622	63.5%	95
HH used turkey (fresh or frozen) in last 6 months	4,544	14.7%	105
HH used fish/seafood (fresh or frozen) in last 6 months	16,003	51.8%	94
HH used fresh fruit/vegetables in last 6 months	24,992	80.8%	96
HH used fresh milk in last 6 months	26,092	84.4%	101
HH used organic food in last 6 months	5,662	18.3%	76
Health (Adults)			
Exercise at home 2+ times per week	15,081	26.6%	89
Exercise at club 2+ times per week	5,940	10.5%	73
Visited a doctor in last 12 months	42,902	75.7%	98
Used vitamin/dietary supplement in last 6 months	27,780	49.0%	90
Home (Households)			
HH did any home improvement in last 12 months	8,164	26.4%	92
HH used any maid/professional cleaning service in last 12 months	3,607	11.7%	76
HH purchased low ticket HH furnishings in last 12 months	5,432	17.6%	98
HH purchased big ticket HH furnishings in last 12 months	6,769	21.9%	95
HH bought any small kitchen appliance in last 12 months	6,537	21.1%	90
HH bought any large kitchen appliance in last 12 months	3,928	12.7%	95
Insurance (Adults/Households)			
Currently carry life insurance	24,413	43.1%	97
Carry medical/hospital/accident insurance	41,547	73.3%	98
Carry homeowner/personal property insurance	25,061	44.2%	91
Carry renter's insurance	5,319	9.4%	102
HH has auto insurance: 1 vehicle in household covered	9,388	30.4%	105
HH has auto insurance: 2 vehicles in household covered	7,866	25.4%	92
HH has auto insurance: 3+ vehicles in household covered	5,950	19.2%	84
Pets (Households)			
Household owns any pet	16,184	52.3%	99
Household owns any cat	7,275	23.5%	102
Household owns any dog	12,180	39.4%	98
Psychographics (Adults)			
Buying American is important to me	21,825	38.5%	106
Usually buy items on credit rather than wait	7,306	12.9%	95
Usually buy based on quality - not price	9,957	17.6%	93
Price is usually more important than brand name	17,437	30.8%	106
Usually use coupons for brands I buy often	8,854	15.6%	100
Am interested in how to help the environment	11,029	19.5%	93
Usually pay more for environ safe product	7,848	13.9%	92
Usually value green products over convenience	6,253	11.0%	95
Likely to buy a brand that supports a charity	19,850	35.0%	99
Reading (Adults)			
Bought digital book in last 12 months	6,709	11.8%	83
Bought hardcover book in last 12 months	10,742	19.0%	91
Bought paperback book in last 12 month	13,893	24.5%	87
Read any daily newspaper (paper version)	9,703	17.1%	117
Read any digital newspaper in last 30 days	22,242	39.3%	88
Read any magazine (paper/electronic version) in last 6 months	50,969	90.0%	100

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	39,878	70.4%	97
Went to family restaurant/steak house: 4+ times a month	14,207	25.1%	102
Went to fast food/drive-in restaurant in last 6 months	50,905	89.8%	100
Went to fast food/drive-in restaurant 9+ times/month	22,736	40.1%	105
Fast food restaurant last 6 months: eat in	17,631	31.1%	96
Fast food restaurant last 6 months: home delivery	4,653	8.2%	92
Fast food restaurant last 6 months: take-out/drive-thru	27,856	49.2%	103
Fast food restaurant last 6 months: take-out/walk-in	11,178	19.7%	96
Television & Electronics (Adults/Households)			
Own any tablet	26,377	46.6%	91
Own any e-reader	4,889	8.6%	84
Own e-reader/tablet: iPad	13,397	23.6%	77
HH has Internet connectable TV	10,491	33.9%	93
Own any portable MP3 player	7,879	13.9%	96
HH owns 1 TV	6,516	21.1%	100
HH owns 2 TVs	8,479	27.4%	103
HH owns 3 TVs	6,475	20.9%	99
HH owns 4+ TVs	4,913	15.9%	90
HH subscribes to cable TV	12,562	40.6%	102
HH subscribes to fiber optic	1,173	3.8%	65
HH owns portable GPS navigation device	6,114	19.8%	103
HH purchased video game system in last 12 months	1,889	6.1%	74
HH owns any Internet video device for TV	9,136	29.5%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	25,435	44.9%	84
Took 3+ domestic non-business trips in last 12 months	5,567	9.8%	77
Spent on domestic vacations in last 12 months: \$1-999	5,134	9.1%	86
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,117	5.5%	85
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,985	3.5%	87
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,169	3.8%	88
Spent on domestic vacations in last 12 months: \$3,000+	3,069	5.4%	76
Domestic travel in last 12 months: used general travel website	2,725	4.8%	72
Took foreign trip (including Alaska and Hawaii) in last 3 years	11,313	20.0%	65
Took 3+ foreign trips by plane in last 3 years	2,428	4.3%	64
Spent on foreign vacations in last 12 months: \$1-999	2,372	4.2%	77
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,729	3.1%	68
Spent on foreign vacations in last 12 months: \$3,000+	2,416	4.3%	60
Foreign travel in last 3 years: used general travel website	2,288	4.0%	64
Nights spent in hotel/motel in last 12 months: any	22,792	40.2%	86
Took cruise of more than one day in last 3 years	3,871	6.8%	70
Member of any frequent flyer program	7,658	13.5%	66
Member of any hotel rewards program	8,964	15.8%	74

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