



# Retail Goods and Services Expenditures

Decatur city, IL (1718823)  
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 Geography: Place

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Midlife Constants (5E)	21.2%	Population	71,463	68,549
Traditional Living (12B)	12.1%	Households	30,918	29,792
Hometown Heritage (8G)	10.5%	Families	17,706	16,935
Comfortable Empty Nesters (5A)	10.1%	Median Age	40.7	41.5
Modest Income Homes (12D)	7.7%	Median Household Income	\$42,903	\$46,162
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		65	\$1,381.53	\$42,714,111
Men's		63	\$256.62	\$7,934,301
Women's		66	\$487.19	\$15,063,040
Children's		64	\$198.96	\$6,151,312
Footwear		66	\$332.48	\$10,279,532
Watches & Jewelry		66	\$85.24	\$2,635,342
Apparel Products and Services (1)		63	\$33.33	\$1,030,649
<b>Computer</b>				
Computers and Hardware for Home Use		61	\$102.87	\$3,180,685
Portable Memory		67	\$2.89	\$89,268
Computer Software		63	\$6.07	\$187,577
Computer Accessories		68	\$12.20	\$377,327
<b>Entertainment &amp; Recreation</b>		66	\$2,137.67	\$66,092,453
Fees and Admissions		59	\$435.86	\$13,476,037
Membership Fees for Clubs (2)		60	\$149.26	\$4,614,818
Fees for Participant Sports, excl. Trips		59	\$68.35	\$2,113,277
Tickets to Theatre/Operas/Concerts		62	\$49.84	\$1,540,842
Tickets to Movies		59	\$32.89	\$1,016,956
Tickets to Parks or Museums		59	\$20.08	\$620,680
Admission to Sporting Events, excl. Trips		61	\$39.43	\$1,219,087
Fees for Recreational Lessons		53	\$75.19	\$2,324,834
Dating Services		69	\$0.83	\$25,543
TV/Video/Audio		69	\$813.15	\$25,141,005
Cable and Satellite Television Services		70	\$567.61	\$17,549,451
Televisions		67	\$75.14	\$2,323,240
Satellite Dishes		68	\$1.07	\$33,083
VCRs, Video Cameras, and DVD Players		71	\$3.47	\$107,201
Miscellaneous Video Equipment		67	\$10.38	\$320,800
Video Cassettes and DVDs		68	\$5.22	\$161,347
Video Game Hardware/Accessories		73	\$21.17	\$654,444
Video Game Software		72	\$11.59	\$358,206
Rental/Streaming/Downloaded Video		68	\$47.48	\$1,468,112
Installation of Televisions		45	\$0.33	\$10,187
Audio (3)		63	\$67.36	\$2,082,587
Rental and Repair of TV/Radio/Sound Equipment		79	\$2.34	\$72,347
Pets		69	\$505.70	\$15,635,369
Toys/Games/Crafts/Hobbies (4)		69	\$79.79	\$2,466,818
Recreational Vehicles and Fees (5)		66	\$74.04	\$2,289,280
Sports/Recreation/Exercise Equipment (6)		63	\$114.25	\$3,532,253
Photo Equipment and Supplies (7)		64	\$29.42	\$909,502
Reading (8)		66	\$68.30	\$2,111,668
Catered Affairs (9)		59	\$17.30	\$534,929
<b>Food</b>		65	\$6,038.50	\$186,698,388
Food at Home		66	\$3,612.80	\$111,700,499
Bakery and Cereal Products		66	\$464.15	\$14,350,553
Meats, Poultry, Fish, and Eggs		67	\$788.24	\$24,370,823
Dairy Products		66	\$358.86	\$11,095,105
Fruits and Vegetables		65	\$683.93	\$21,145,777
Snacks and Other Food at Home (10)		67	\$1,317.62	\$40,738,241
Food Away from Home		64	\$2,425.70	\$74,997,889
Alcoholic Beverages		63	\$397.94	\$12,303,426

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	62	\$16,909.74	\$522,815,485
Value of Retirement Plans	63	\$63,311.15	\$1,957,454,237
Value of Other Financial Assets	72	\$6,171.22	\$190,801,674
Vehicle Loan Amount excluding Interest	68	\$1,954.26	\$60,421,664
Value of Credit Card Debt	66	\$1,825.32	\$56,435,322
<b>Health</b>			
Nonprescription Drugs	72	\$110.97	\$3,431,037
Prescription Drugs	75	\$250.82	\$7,754,843
Eyeglasses and Contact Lenses	69	\$66.37	\$2,051,992
<b>Home</b>			
Mortgage Payment and Basics (11)	60	\$6,436.63	\$199,007,817
Maintenance and Remodeling Services	59	\$1,697.63	\$52,487,205
Maintenance and Remodeling Materials (12)	64	\$392.66	\$12,140,340
Utilities, Fuel, and Public Services	69	\$3,425.78	\$105,918,244
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	64	\$65.06	\$2,011,557
Furniture	65	\$413.71	\$12,790,949
Rugs	64	\$20.11	\$621,819
Major Appliances (14)	64	\$241.69	\$7,472,520
Housewares (15)	65	\$57.11	\$1,765,762
Small Appliances	67	\$35.01	\$1,082,467
Luggage	62	\$10.31	\$318,910
Telephones and Accessories	67	\$66.87	\$2,067,517
<b>Household Operations</b>			
Child Care	58	\$310.05	\$9,586,094
Lawn and Garden (16)	67	\$333.43	\$10,308,839
Moving/Storage/Freight Express	60	\$42.92	\$1,327,112
Housekeeping Supplies (17)	67	\$525.66	\$16,252,494
<b>Insurance</b>			
Owners and Renters Insurance	69	\$432.09	\$13,359,274
Vehicle Insurance	67	\$1,243.21	\$38,437,679
Life/Other Insurance	66	\$399.76	\$12,359,815
Health Insurance	69	\$2,844.16	\$87,935,609
Personal Care Products (18)	66	\$330.51	\$10,218,605
School Books and Supplies (19)	64	\$83.48	\$2,580,942
Smoking Products	79	\$304.58	\$9,417,035
<b>Transportation</b>			
Payments on Vehicles excluding Leases	67	\$1,758.20	\$54,359,893
Gasoline and Motor Oil	67	\$1,603.50	\$49,577,136
Vehicle Maintenance and Repairs	68	\$751.73	\$23,241,861
<b>Travel</b>			
Airline Fares	58	\$365.57	\$11,302,625
Lodging on Trips	62	\$440.07	\$13,606,184
Auto/Truck Rental on Trips	59	\$32.18	\$994,975
Food and Drink on Trips	62	\$369.43	\$11,421,904

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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 health 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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