# Retail Marketplace Potential

Decatur city, IL (1718823)
Decatur city, IL (1718823)
Geography: Place

| Demographic Summary | 2025 | 2030 |
|---|---|---|
| Population | 67,535 | 65,283 |
| Population 18+ | 53,246 | 51,920 |
| Households | 30,655 | 30,182 |
| Median Household Income | $49,703 | $56,016 |

| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Apparel (Adults)** | | | |
| Bought Men`s Clothing/12 Mo | 32,264 | 60.6% | 96 |
| Bought Women`s Clothing/12 Mo | 27,463 | 51.6% | 99 |
| Bought Shoes/12 Mo | 38,721 | 72.7% | 96 |
| Bought Fine Jewelry/12 Mo | 11,531 | 21.7% | 99 |
| Bought Watch/12 Mo | 7,174 | 13.5% | 105 |
| **Automobiles (Households)** | | | |
| HH Owns or Leases Any Vehicle | 26,192 | 85.4% | 96 |
| HH Bought or Leased New Vehicle/12 Mo | 1,925 | 6.3% | 74 |
| **Automotive Aftermarket (Adults)** | | | |
| Bought Gasoline/6 Mo | 46,635 | 87.6% | 98 |
| Bought or Changed Motor Oil/12 Mo | 30,166 | 56.6% | 105 |
| Had Vehicle Tune-Up/12 Mo | 11,474 | 21.6% | 94 |
| **Beverages (Adults)** | | | |
| Drank Non-Diet (Regular) Cola/6 Mo | 22,759 | 42.7% | 112 |
| Drank Beer or Ale/6 Mo | 17,100 | 32.1% | 86 |
| **Cameras (Adults)** | | | |
| Own Digital Point and Shoot Camera/Camcorder | 3,803 | 7.1% | 84 |
| Own Digital SLR Camera or Camcorder | 3,538 | 6.6% | 69 |
| Printed Digital Photos/12 Mo | 11,718 | 22.0% | 88 |
| **Cell Phones (Adults/Households)** | | | |
| Bought Cell Phone/12 Mo | 19,254 | 36.2% | 105 |
| Have a Smartphone | 49,479 | 92.9% | 99 |
| Have Android Phone (Any Brand) Smartphone | 24,945 | 46.9% | 125 |
| Have Apple iPhone Smartphone | 25,533 | 48.0% | 82 |
| HH Owns 1 Cell Phone | 10,984 | 35.8% | 119 |
| HH Owns 2 Cell Phones | 11,159 | 36.4% | 94 |
| HH Owns 3+ Cell Phones | 7,542 | 24.6% | 85 |
| HH Has Cell Phone Only (No Landline Telephone) | 23,321 | 76.1% | 101 |
| **Computers (Households)** | | | |
| HH Owns Computer | 22,837 | 74.5% | 90 |
| HH Owns Desktop Computer | 10,233 | 33.4% | 90 |
| HH Owns Laptop or Notebook | 18,566 | 60.6% | 88 |
| HH Owns Apple/Mac Brand Computer | 5,184 | 16.9% | 68 |
| HH Owns PC/Non-Apple Brand Computer | 20,150 | 65.7% | 95 |
| HH Purchased Most Recent Home Computer at Store | 9,787 | 31.9% | 91 |
| HH Purchased Most Recent Home Computer Online | 6,756 | 22.0% | 82 |
| HH Spent $1-499 on Most Recent Home Computer | 4,473 | 14.6% | 113 |
| HH Spent $500-999 on Most Recent Home Computer | 4,837 | 15.8% | 89 |
| HH Spent $1K-1499 on Most Recent Home Computer | 2,624 | 8.6% | 77 |
| HH Spent $1500-1999 on Most Recent Home Computer | 728 | 2.4% | 58 |
| HH Spent $2K+ on Most Recent Home Computer | 1,235 | 4.0% | 64 |

**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.
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| Product/Consumer Behavior | Expected Number of Adults or HHs | Percent of Adults/HHs | MPI |
|---|---|---|---|
| **Convenience Stores (Adults)** | | | |
| Shopped at C-Store/6 Mo | 37,046 | 69.6% | 106 |
| Bought Brewed Coffee at C-Store/30 Days | 6,545 | 12.3% | 98 |
| Bought Cigarettes at C-Store/30 Days | 5,328 | 10.0% | 175 |
| Bought Gas at C-Store/30 Days | 24,488 | 46.0% | 112 |
| Spent $1-19 at C-Store/30 Days | 2,861 | 5.4% | 85 |
| Spent $20-39 at C-Store/30 Days | 4,132 | 7.8% | 96 |
| Spent $40-50 at C-Store/30 Days | 3,992 | 7.5% | 119 |
| Spent $51-99 at C-Store/30 Days | 3,071 | 5.8% | 108 |
| Spent $100+ at C-Store/30 Days | 15,688 | 29.5% | 119 |
| | | | |
| **Entertainment (Adults)** | | | |
| Attended Movie/6 Mo | 25,400 | 47.7% | 90 |
| Went to Live Theater/12 Mo | 4,674 | 8.8% | 75 |
| Went to Bar or Night Club/12 Mo | 9,429 | 17.7% | 91 |
| Dined Out/12 Mo | 26,928 | 50.6% | 90 |
| Gambled at Casino/12 Mo | 6,577 | 12.3% | 96 |
| Visited Theme Park/12 Mo | 8,461 | 15.9% | 84 |
| Viewed Movie (Video-on-Demand)/30 Days | 3,332 | 6.3% | 76 |
| Viewed TV Show (Video-on-Demand)/30 Days | 2,237 | 4.2% | 76 |
| Used Internet to Download Movie/30 Days | 3,197 | 6.0% | 89 |
| Downloaded Individual Song/6 Mo | 9,302 | 17.5% | 96 |
| Used Internet to Watch Movie/30 Days | 17,077 | 32.1% | 91 |
| Used Internet to Watch TV Program/30 Days | 11,380 | 21.4% | 94 |
| Played (Console) Video or Electronic Game/12 Mo | 7,031 | 13.2% | 103 |
| Played (Portable) Video or Electronic Game/12 Mo | 3,906 | 7.3% | 101 |
| | | | |
| **Financial (Adults)** | | | |
| Have 1st Home Mortgage | 15,870 | 29.8% | 84 |
| Used ATM or Cash Machine/12 Mo | 31,665 | 59.5% | 98 |
| Own Any Stock | 4,806 | 9.0% | 66 |
| Own U.S. Savings Bonds | 3,313 | 6.2% | 83 |
| Own Shares in Mutual Fund (Stocks) | 4,374 | 8.2% | 68 |
| Own Shares in Mutual Fund (Bonds) | 2,935 | 5.5% | 72 |
| Have Interest Checking Account | 17,307 | 32.5% | 87 |
| Have Non-Interest Checking Account | 19,673 | 37.0% | 102 |
| Have Savings Account | 35,032 | 65.8% | 92 |
| Have 401(k) Retirement Savings Plan | 11,017 | 20.7% | 86 |
| Own or Used Any Credit/Debit Card/12 Mo | 47,632 | 89.5% | 97 |
| Avg $1-110 Monthly Credit Card Expenditures | 10,871 | 20.4% | 104 |
| Avg $111-225 Monthly Credit Card Expenditures | 5,967 | 11.2% | 91 |
| Avg $226-450 Monthly Credit Card Expenditures | 4,402 | 8.3% | 98 |
| Avg $451-700 Monthly Credit Card Expenditures | 4,025 | 7.6% | 87 |
| Avg $701-1000 Monthly Credit Card Expenditures | 3,266 | 6.1% | 79 |
| Avg $1001-2000 Monthly Credit Card Expenditures | 4,224 | 7.9% | 69 |
| Avg $2001+ Monthly Credit Card Expenditures | 3,830 | 7.2% | 54 |
| Did Banking Online/12 Mo | 26,111 | 49.0% | 88 |
| Did Banking by Mobile Device/12 Mo | 23,279 | 43.7% | 89 |

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| **Grocery (Adults)** | | | |
| HH Used Bread/6 Mo | 28,973 | 94.5% | 100 |
| HH Used Chicken (Fresh or Frozen)/6 Mo | 22,891 | 74.7% | 98 |
| HH Used Turkey (Fresh or Frozen)/6 Mo | 6,165 | 20.1% | 100 |
| HH Used Fish or Seafood (Fresh or Frozen)/6 Mo | 16,470 | 53.7% | 94 |
| HH Used Fresh Fruit or Vegetables/6 Mo | 26,996 | 88.1% | 97 |
| HH Used Fresh Milk/6 Mo | 25,159 | 82.1% | 100 |
| HH Used Organic Food/6 Mo | 6,121 | 20.0% | 80 |
| **Health (Adults)** | | | |
| Exercise at Home 2+ Times/Wk | 21,239 | 39.9% | 87 |
| Exercise at Club 2+ Times/Wk | 5,221 | 9.8% | 74 |
| Visited Doctor/12 Mo | 41,820 | 78.5% | 98 |
| Used Vitamins or Dietary Supplements/6 Mo | 33,068 | 62.1% | 95 |
| **Home (Households)** | | | |
| HH Did Home Improvement/12 Mo | 9,528 | 31.1% | 92 |
| HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo | 8,288 | 27.0% | 79 |
| HH Purchased Low Ticket HH Furnishing/12 Mo | 6,218 | 20.3% | 97 |
| HH Purchased Big Ticket HH Furnishing/12 Mo | 7,183 | 23.4% | 98 |
| HH Bought Small Kitchen Appliance/12 Mo | 6,824 | 22.3% | 97 |
| HH Purchased Large Appliance/12 Mo | 5,368 | 17.5% | 98 |
| **Insurance (Adults/Households)** | | | |
| Currently Carry Life Insurance | 27,111 | 50.9% | 101 |
| Personally Carry Any Med/Hosp/Accident Insur | 44,203 | 83.0% | 98 |
| Homeowner Carries Home/Personal Property Insurance | 29,287 | 55.0% | 94 |
| Renter Carries Home/Pers Property Insurance | 6,959 | 13.1% | 98 |
| HH Has 1 Vehicle Covered w/Auto Insurance | 10,857 | 35.4% | 110 |
| HH Has 2 Vehicles Covered w/Auto Insurance | 8,168 | 26.6% | 87 |
| HH Has 3+ Vehicles Covered w/Auto Insurance | 6,870 | 22.4% | 88 |
| **Pets (Households)** | | | |
| HH Owns Any Pet | 15,373 | 50.1% | 97 |
| HH Owns Cat | 7,780 | 25.4% | 106 |
| HH Owns Dog | 11,413 | 37.2% | 98 |
| **Psychographics (Adults)** | | | |
| **Represents adults who "completely agree" with the statement:** | | | |
| Am Interested in How to Help Env: 4-Agr Cmpl | 7,392 | 13.9% | 87 |
| Buying American Is Important: 4-Agr Cmpl | 16,320 | 30.6% | 112 |
| Buy Based on Quality Not Price: 4-Agr Cmpl | 7,147 | 13.4% | 94 |
| Buy on Credit Rather Than Wait: 4-Agr Cmpl | 6,652 | 12.5% | 102 |
| Only Use Coupons Brands Usually Buy: 4-Agr Cmpl | 5,750 | 10.8% | 108 |
| Will Pay More for Env Safe Prods: 4-Agr Cmpl | 5,389 | 10.1% | 93 |
| Buy Based on Price Not Brands: 4-Agr Cmpl | 16,280 | 30.6% | 112 |
| **Reading (Adults)** | | | |
| Bought Digital Book/12 Mo | 7,875 | 14.8% | 83 |
| Bought Hardcover Book/12 Mo | 12,387 | 23.3% | 90 |
| Bought Paperback Book/12 Mo | 15,802 | 29.7% | 88 |
| Read Daily Newspaper (Paper Version) | 4,543 | 8.5% | 122 |
| Read Digital Newspaper/30 Days | 27,225 | 51.1% | 94 |
| Read Magazine (Paper/Electronic Vers)/6 Mo | 44,919 | 84.4% | 97 |

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| **Restaurants (Adults)** | | | |
| Went to Family Restrnt/SteakHse/6 Mo | 37,864 | 71.1% | 98 |
| Went to Family Restrnt/SteakHse 4+ Times/30 Days | 13,040 | 24.5% | 100 |
| Went to Fast Food/Drive-In Restaurant/6 Mo | 48,552 | 91.2% | 100 |
| Went to Fast Food/Drive-In Rest 9+ Times/30 Days | 22,335 | 42.0% | 106 |
| Ordered Eat-In Fast Food/6 Mo | 16,592 | 31.2% | 94 |
| Ordered Home Delivery Fast Food/6 Mo | 6,514 | 12.2% | 99 |
| Take-Out/Drive-Thru/Curbside Fast Food/6 Mo | 26,912 | 50.5% | 104 |
| Ordered Take-Out/Walk-In Fast Food/6 Mo | 11,281 | 21.2% | 93 |
| **Television & Electronics (Adults/Households)** | | | |
| Own Tablet | 28,462 | 53.5% | 95 |
| Own E-Reader | 6,828 | 12.8% | 78 |
| Own E-Reader/Tablet: Apple iPad | 14,448 | 27.1% | 75 |
| HH Owns Smart TV | 12,310 | 40.2% | 97 |
| Own Portable MP3 Player | 3,929 | 7.4% | 96 |
| HH Owns 1 TV | 5,887 | 19.2% | 97 |
| HH Owns 2 TVs | 8,490 | 27.7% | 100 |
| HH Owns 3 TVs | 6,931 | 22.6% | 103 |
| HH Owns 4+ TVs | 6,475 | 21.1% | 96 |
| HH Subscribes to Cable TV | 8,457 | 27.6% | 98 |
| HH Subscribes to Fiber Optic TV | 506 | 1.6% | 51 |
| HH Owns Portable GPS Device | 5,019 | 16.4% | 99 |
| HH Purchased Video Game System/12 Mo | 1,694 | 5.5% | 78 |
| HH Owns Internet Video Device for TV | 15,301 | 49.9% | 95 |
| **Travel (Adults)** | | | |
| Took Domestic Trip in Continental U.S./12 Mo | 27,873 | 52.4% | 85 |
| Took 3+ Domestic Non-Business Trips/12 Mo | 7,612 | 14.3% | 78 |
| Spent $1-999 on Domestic Vacations/12 Mo | 5,801 | 10.9% | 99 |
| Spent $1K-1499 on Domestic Vacations/12 Mo | 3,216 | 6.0% | 87 |
| Spent $1500-1999 on Domestic Vacations/12 Mo | 1,903 | 3.6% | 75 |
| Spent $2K-2999 on Domestic Vacations/12 Mo | 2,271 | 4.3% | 76 |
| Spent $3K+ on Domestic Vacations/12 Mo | 4,105 | 7.7% | 65 |
| Used Intrnt Travel Site for Domestic Trip/12 Mo | 2,710 | 5.1% | 79 |
| Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs | 10,627 | 20.0% | 66 |
| Took 3+ Foreign Trips by Plane/3 Yrs | 1,525 | 2.9% | 52 |
| Spent $1-999 on Foreign Vacations/12 Mo | 1,250 | 2.4% | 55 |
| Spent $1K-2999 on Foreign Vacations/12 Mo | 1,682 | 3.2% | 73 |
| Spent $3K+ on Foreign Vacations/12 Mo | 2,904 | 5.5% | 56 |
| Used General Travel Site: Foreign Trip/3 Yrs | 1,815 | 3.4% | 64 |
| Spent Night at Hotel or Motel/12 Mo | 24,606 | 46.2% | 85 |
| Took Cruise of More Than One Day/3 Yrs | 3,505 | 6.6% | 75 |
| Member of Frequent Flyer Program | 8,298 | 15.6% | 57 |
| Member of Hotel Rewards Program | 12,177 | 22.9% | 78 |

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