



# Retail MarketPlace Profile

Decatur city, IL (1718823)

Geography: Place

## Summary Demographics

2015 Population	74,111
2015 Households	31,776
2015 Median Disposable Income	\$30,101
2015 Per Capita Income	\$23,058

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$705,359,291	\$801,105,149	-\$95,745,858	-6.4	549
Total Retail Trade	44-45	\$636,435,311	\$682,207,754	-\$45,772,443	-3.5	427
Total Food & Drink	722	\$68,923,980	\$118,897,395	-\$49,973,415	-26.6	122

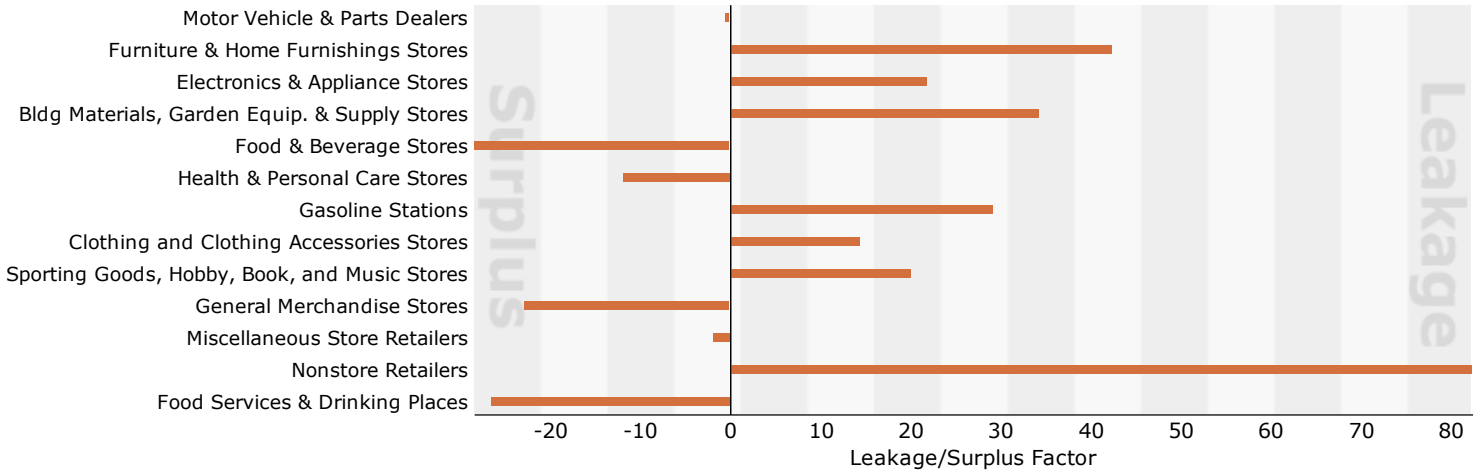
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$129,631,525	\$131,414,610	-\$1,783,085	-0.7	52
Automobile Dealers	4411	\$113,938,017	\$104,548,694	\$9,389,323	4.3	23
Other Motor Vehicle Dealers	4412	\$7,388,130	\$11,904,067	-\$4,515,937	-23.4	8
Auto Parts, Accessories & Tire Stores	4413	\$8,305,378	\$14,961,849	-\$6,656,471	-28.6	21
Furniture & Home Furnishings Stores	442	\$13,169,288	\$5,310,169	\$7,859,119	42.5	15
Furniture Stores	4421	\$7,705,901	\$1,750,438	\$5,955,463	63.0	8
Home Furnishings Stores	4422	\$5,463,387	\$3,559,731	\$1,903,656	21.1	7
Electronics & Appliance Stores	443	\$16,211,381	\$10,392,700	\$5,818,681	21.9	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$22,165,265	\$10,817,285	\$11,347,980	34.4	30
Bldg Material & Supplies Dealers	4441	\$17,184,782	\$9,303,632	\$7,881,150	29.8	27
Lawn & Garden Equip & Supply Stores	4442	\$4,980,483	\$1,513,653	\$3,466,830	53.4	3
Food & Beverage Stores	445	\$102,216,252	\$183,882,671	-\$81,666,419	-28.5	55
Grocery Stores	4451	\$91,071,830	\$174,512,844	-\$83,441,014	-31.4	35
Specialty Food Stores	4452	\$3,048,163	\$2,151,498	\$896,665	17.2	14
Beer, Wine & Liquor Stores	4453	\$8,096,259	\$7,218,329	\$877,930	5.7	6
Health & Personal Care Stores	446,4461	\$59,702,549	\$76,037,189	-\$16,334,640	-12.0	40
Gasoline Stations	447,4471	\$63,358,209	\$34,730,548	\$28,627,661	29.2	13
Clothing & Clothing Accessories Stores	448	\$38,319,962	\$28,635,516	\$9,684,446	14.5	39
Clothing Stores	4481	\$27,425,466	\$20,631,148	\$6,794,318	14.1	25
Shoe Stores	4482	\$5,788,369	\$1,959,128	\$3,829,241	49.4	7
Jewelry, Luggage & Leather Goods Stores	4483	\$5,106,127	\$6,045,240	-\$939,113	-8.4	7
Sporting Goods, Hobby, Book & Music Stores	451	\$15,702,263	\$10,454,508	\$5,247,755	20.1	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,262,035	\$7,808,201	\$4,453,834	22.2	30
Book, Periodical & Music Stores	4512	\$3,440,228	\$2,646,307	\$793,921	13.0	8
General Merchandise Stores	452	\$106,910,371	\$170,527,418	-\$63,617,047	-22.9	11
Department Stores Excluding Leased Depts.	4521	\$38,660,408	\$38,130,623	\$529,785	0.7	5
Other General Merchandise Stores	4529	\$68,249,963	\$132,396,795	-\$64,146,832	-32.0	6
Miscellaneous Store Retailers	453	\$14,128,046	\$14,690,397	-\$562,351	-2.0	99
Florists	4531	\$688,758	\$1,284,943	-\$596,185	-30.2	10
Office Supplies, Stationery & Gift Stores	4532	\$2,199,626	\$1,295,774	\$903,852	25.9	19
Used Merchandise Stores	4533	\$1,388,820	\$4,792,627	-\$3,403,807	-55.1	24
Other Miscellaneous Store Retailers	4539	\$9,850,842	\$7,317,053	\$2,533,789	14.8	46
Nonstore Retailers	454	\$54,920,200	\$5,314,743	\$49,605,457	82.4	15
Electronic Shopping & Mail-Order Houses	4541	\$48,687,919	\$3,214,307	\$45,473,612	87.6	2
Vending Machine Operators	4542	\$1,298,401	\$1,482,282	-\$183,881	-6.6	5
Direct Selling Establishments	4543	\$4,933,880	\$618,154	\$4,315,726	77.7	8
Food Services & Drinking Places	722	\$68,923,980	\$118,897,395	-\$49,973,415	-26.6	122
Full-Service Restaurants	7221	\$28,817,036	\$32,573,537	-\$3,756,501	-6.1	32
Limited-Service Eating Places	7222	\$33,365,023	\$57,858,563	-\$24,493,540	-26.9	49
Special Food Services	7223	\$3,129,776	\$20,403,923	-\$17,274,147	-73.4	7
Drinking Places - Alcoholic Beverages	7224	\$3,612,145	\$8,061,372	-\$4,449,227	-38.1	34

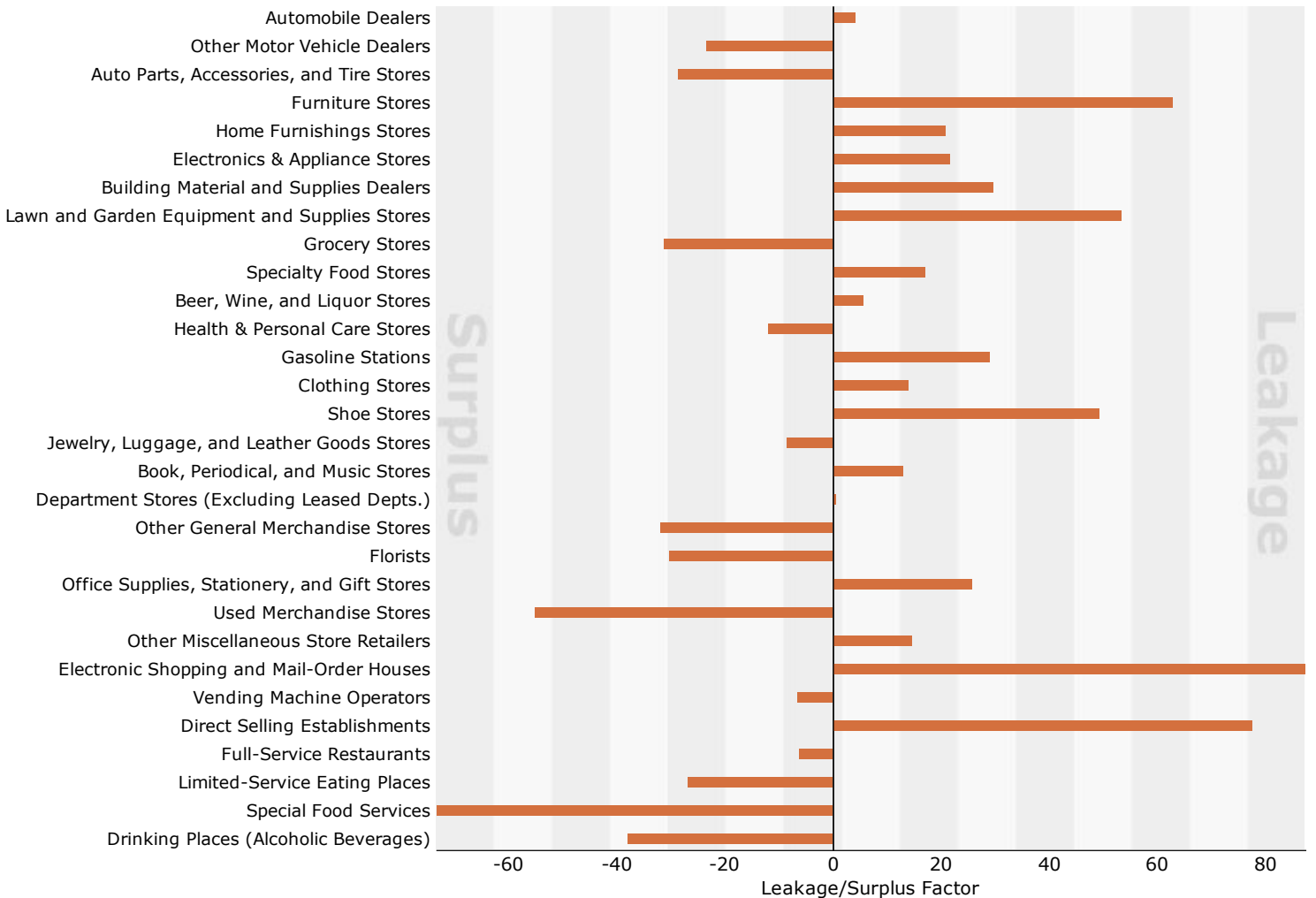
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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