



# Retail Marketplace Profile Report

Decatur city, IL (1718823)

Geography: Place

## Summary Demographics

2020 Population	71,548
2020 Households	30,910
2020 Median Disposable Income	\$35,392
2020 Per Capita Income	\$25,834

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

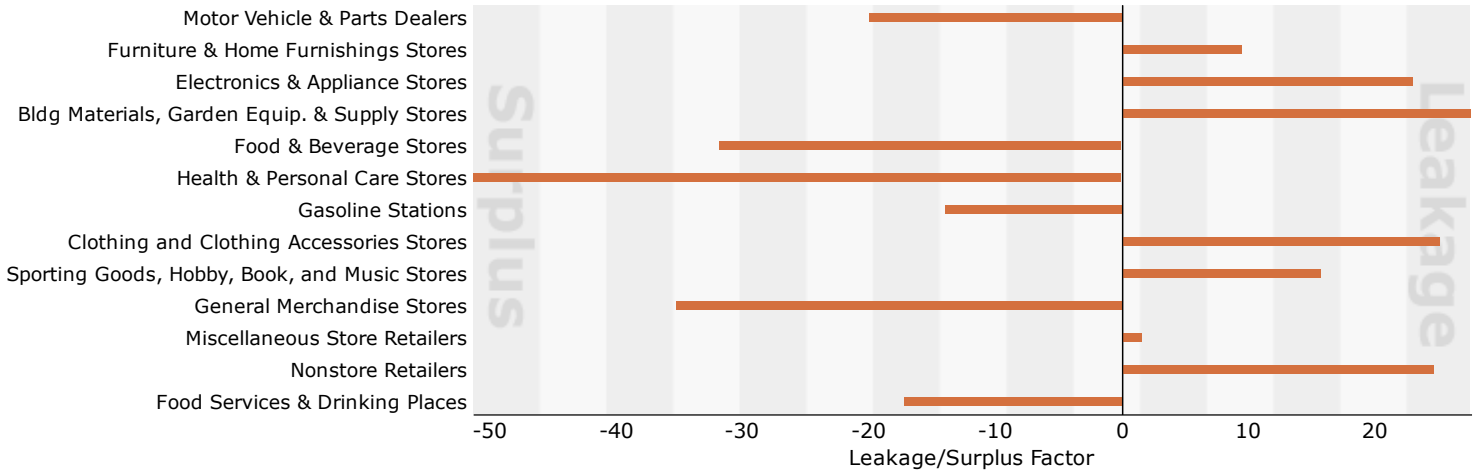
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$886,182,247	\$1,349,509,525	-\$463,327,278	-20.7	614
Total Retail Trade	44-45	\$801,434,887	\$1,229,398,066	-\$427,963,179	-21.1	418
Total Food & Drink	722	\$84,747,360	\$120,111,459	-\$35,364,099	-17.3	196
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$171,060,613	\$256,772,090	-\$85,711,477	-20.0	62
Automobile Dealers	4411	\$141,716,749	\$208,323,365	-\$66,606,616	-19.0	35
Other Motor Vehicle Dealers	4412	\$14,334,010	\$26,369,919	-\$12,035,909	-29.6	3
Auto Parts, Accessories & Tire Stores	4413	\$15,009,854	\$22,078,806	-\$7,068,952	-19.1	24
Furniture & Home Furnishings Stores	442	\$25,358,961	\$20,901,790	\$4,457,171	9.6	22
Furniture Stores	4421	\$14,805,322	\$10,917,429	\$3,887,893	15.1	11
Home Furnishings Stores	4422	\$10,553,639	\$9,984,361	\$569,278	2.8	11
Electronics & Appliance Stores	443	\$29,393,056	\$18,345,409	\$11,047,647	23.1	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,765,765	\$31,554,137	\$24,211,628	27.7	27
Bldg Material & Supplies Dealers	4441	\$50,123,070	\$30,097,275	\$20,025,795	25.0	24
Lawn & Garden Equip & Supply Stores	4442	\$5,642,695	\$1,456,862	\$4,185,833	59.0	3
Food & Beverage Stores	445	\$132,114,105	\$255,959,484	-\$123,845,379	-31.9	58
Grocery Stores	4451	\$116,403,836	\$240,186,405	-\$123,782,569	-34.7	39
Specialty Food Stores	4452	\$6,846,134	\$4,469,557	\$2,376,577	21.0	7
Beer, Wine & Liquor Stores	4453	\$8,864,135	\$11,303,522	-\$2,439,387	-12.1	12
Health & Personal Care Stores	446,4461	\$54,287,979	\$168,660,963	-\$114,372,984	-51.3	43
Gasoline Stations	447,4471	\$85,616,809	\$113,426,343	-\$27,809,534	-14.0	22
Clothing & Clothing Accessories Stores	448	\$40,496,452	\$24,124,564	\$16,371,888	25.3	31
Clothing Stores	4481	\$27,610,770	\$9,351,869	\$18,258,901	49.4	15
Shoe Stores	4482	\$5,854,197	\$5,137,086	\$717,111	6.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$7,031,485	\$9,635,609	-\$2,604,124	-15.6	9
Sporting Goods, Hobby, Book & Music Stores	451	\$20,230,493	\$14,693,380	\$5,537,113	15.9	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,701,904	\$12,877,919	\$3,823,985	12.9	20
Book, Periodical & Music Stores	4512	\$3,528,589	\$1,815,461	\$1,713,128	32.1	4
General Merchandise Stores	452	\$135,362,992	\$282,901,364	-\$147,538,372	-35.3	29
Department Stores Excluding Leased Depts.	4521	\$95,513,083	\$173,769,461	-\$78,256,378	-29.1	7
Other General Merchandise Stores	4529	\$39,849,909	\$109,131,903	-\$69,281,994	-46.5	22
Miscellaneous Store Retailers	453	\$29,831,111	\$28,861,418	\$969,693	1.7	75
Florists	4531	\$1,893,600	\$4,026,806	-\$2,133,206	-36.0	14
Office Supplies, Stationery & Gift Stores	4532	\$4,939,562	\$5,156,677	-\$217,115	-2.2	7
Used Merchandise Stores	4533	\$2,704,513	\$3,707,088	-\$1,002,575	-15.6	19
Other Miscellaneous Store Retailers	4539	\$20,293,436	\$15,970,847	\$4,322,589	11.9	35
Nonstore Retailers	454	\$21,916,551	\$13,197,124	\$8,719,427	24.8	7
Electronic Shopping & Mail-Order Houses	4541	\$16,898,409	\$5,792,081	\$11,106,328	48.9	1
Vending Machine Operators	4542	\$603,895	\$0	\$603,895	100.0	0
Direct Selling Establishments	4543	\$4,414,247	\$7,405,043	-\$2,990,796	-25.3	6
Food Services & Drinking Places	722	\$84,747,360	\$120,111,459	-\$35,364,099	-17.3	196
Special Food Services	7223	\$2,072,827	\$1,370,764	\$702,063	20.4	9
Drinking Places - Alcoholic Beverages	7224	\$2,769,776	\$8,360,021	-\$5,590,245	-50.2	23
Restaurants/Other Eating Places	7225	\$79,904,757	\$110,380,674	-\$30,475,917	-16.0	164

**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 click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

