



Retail Marketplace Profile Report

Decatur city, IL (1718823)

Geography: Place

Summary Demographics

2019 Population	71,919
2019 Households	30,882
2019 Median Disposable Income	\$36,005
2019 Per Capita Income	\$26,160

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	\$886,147,353	\$1,349,509,525	-\$463,362,172	-20.7	614
Total Retail Trade	44-45	\$801,403,438	\$1,229,398,066	-\$427,994,628	-21.1	418
Total Food & Drink	722	\$84,743,915	\$120,111,459	-\$35,367,544	-17.3	196

2017 Industry Group

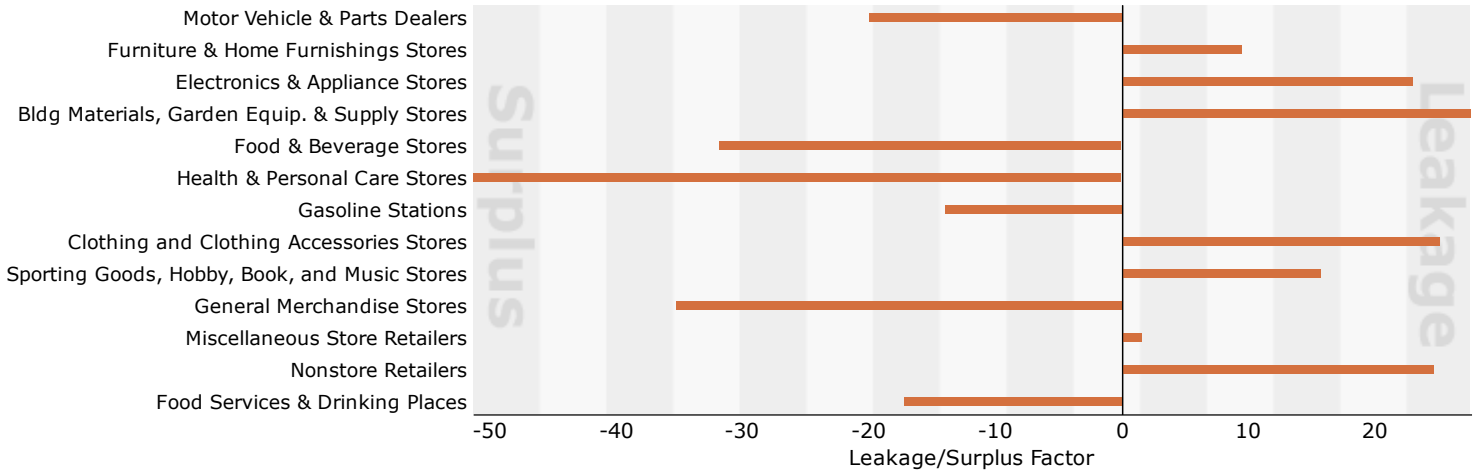
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$171,054,037	\$256,772,090	-\$85,718,053	-20.0	62
Automobile Dealers	4411	\$141,711,327	\$208,323,365	-\$66,612,038	-19.0	35
Other Motor Vehicle Dealers	4412	\$14,333,454	\$26,369,919	-\$12,036,465	-29.6	3
Auto Parts, Accessories & Tire Stores	4413	\$15,009,256	\$22,078,806	-\$7,069,550	-19.1	24
Furniture & Home Furnishings Stores	442	\$25,357,914	\$20,901,790	\$4,456,124	9.6	22
Furniture Stores	4421	\$14,804,730	\$10,917,429	\$3,887,301	15.1	11
Home Furnishings Stores	4422	\$10,553,184	\$9,984,361	\$568,823	2.8	11
Electronics & Appliance Stores	443	\$29,391,862	\$18,345,409	\$11,046,453	23.1	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,763,414	\$31,554,137	\$24,209,277	27.7	27
Bldg Material & Supplies Dealers	4441	\$50,120,947	\$30,097,275	\$20,023,672	25.0	24
Lawn & Garden Equip & Supply Stores	4442	\$5,642,467	\$1,456,862	\$4,185,605	59.0	3
Food & Beverage Stores	445	\$132,109,019	\$255,959,484	-\$123,850,465	-31.9	58
Grocery Stores	4451	\$116,399,375	\$240,186,405	-\$123,787,030	-34.7	39
Specialty Food Stores	4452	\$6,845,873	\$4,469,557	\$2,376,316	21.0	7
Beer, Wine & Liquor Stores	4453	\$8,863,771	\$11,303,522	-\$2,439,751	-12.1	12
Health & Personal Care Stores	446,4461	\$54,285,837	\$168,660,963	-\$114,375,126	-51.3	43
Gasoline Stations	447,4471	\$85,613,605	\$113,426,343	-\$27,812,738	-14.0	22
Clothing & Clothing Accessories Stores	448	\$40,494,782	\$24,124,564	\$16,370,218	25.3	31
Clothing Stores	4481	\$27,609,647	\$9,351,869	\$18,257,778	49.4	15
Shoe Stores	4482	\$5,853,961	\$5,137,086	\$716,875	6.5	7
Jewelry, Luggage & Leather Goods Stores	4483	\$7,031,174	\$9,635,609	-\$2,604,435	-15.6	9
Sporting Goods, Hobby, Book & Music Stores	451	\$20,229,678	\$14,693,380	\$5,536,298	15.9	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$16,701,227	\$12,877,919	\$3,823,308	12.9	20
Book, Periodical & Music Stores	4512	\$3,528,451	\$1,815,461	\$1,712,990	32.1	4
General Merchandise Stores	452	\$135,357,656	\$282,901,364	-\$147,543,708	-35.3	29
Department Stores Excluding Leased Depts.	4521	\$95,509,273	\$173,769,461	-\$78,260,188	-29.1	7
Other General Merchandise Stores	4529	\$39,848,383	\$109,131,903	-\$69,283,520	-46.5	22
Miscellaneous Store Retailers	453	\$29,829,972	\$28,861,418	\$968,554	1.7	75
Florists	4531	\$1,893,513	\$4,026,806	-\$2,133,293	-36.0	14
Office Supplies, Stationery & Gift Stores	4532	\$4,939,359	\$5,156,677	-\$217,318	-2.2	7
Used Merchandise Stores	4533	\$2,704,406	\$3,707,088	-\$1,002,682	-15.6	19
Other Miscellaneous Store Retailers	4539	\$20,292,694	\$15,970,847	\$4,321,847	11.9	35
Nonstore Retailers	454	\$21,915,662	\$13,197,124	\$8,718,538	24.8	7
Electronic Shopping & Mail-Order Houses	4541	\$16,897,720	\$5,792,081	\$11,105,639	48.9	1
Vending Machine Operators	4542	\$603,872	\$0	\$603,872	100.0	0
Direct Selling Establishments	4543	\$4,414,070	\$7,405,043	-\$2,990,973	-25.3	6
Food Services & Drinking Places	722	\$84,743,915	\$120,111,459	-\$35,367,544	-17.3	196
Special Food Services	7223	\$2,072,743	\$1,370,764	\$701,979	20.4	9
Drinking Places - Alcoholic Beverages	7224	\$2,769,662	\$8,360,021	-\$5,590,359	-50.2	23
Restaurants/Other Eating Places	7225	\$79,901,510	\$110,380,674	-\$30,479,164	-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 Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

