



# Retail Goods and Services Expenditures

3 Counties  
 Marshall County, IL (17123) et al. Putnam County, Stark County  
 Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Heartland Communities (6F)	49.6%	Population	24,218	23,648
Salt of the Earth (6B)	30.3%	Households	9,982	9,771
Midlife Constants (5E)	7.5%	Families	6,815	6,639
Rural Resort Dwellers (6E)	6.6%	Median Age	45.9	47.0
Prairie Living (6D)	6.0%	Median Household Income	\$51,561	\$52,419
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,587.46	\$15,846,056
Men's		77	\$307.97	\$3,074,112
Women's		82	\$560.00	\$5,589,927
Children's		77	\$249.16	\$2,487,152
Footwear		79	\$340.69	\$3,400,799
Watches & Jewelry		79	\$82.43	\$822,820
Apparel Products and Services (1)		65	\$47.21	\$471,246
<b>Computer</b>				
Computers and Hardware for Home Use		72	\$124.83	\$1,246,066
Portable Memory		78	\$3.68	\$36,685
Computer Software		73	\$9.49	\$94,684
Computer Accessories		80	\$14.17	\$141,468
<b>Entertainment &amp; Recreation</b>		87	\$2,533.98	\$25,294,208
Fees and Admissions		65	\$377.29	\$3,766,123
Membership Fees for Clubs (2)		67	\$128.22	\$1,279,896
Fees for Participant Sports, excl. Trips		62	\$55.89	\$557,895
Tickets to Theatre/Operas/Concerts		69	\$36.61	\$365,470
Tickets to Movies/Museums/Parks		65	\$42.89	\$428,105
Admission to Sporting Events, excl. Trips		73	\$39.08	\$390,101
Fees for Recreational Lessons		60	\$74.27	\$741,365
Dating Services		48	\$0.33	\$3,291
TV/Video/Audio		89	\$1,074.41	\$10,724,740
Cable and Satellite Television Services		92	\$824.80	\$8,233,146
Televisions		78	\$85.86	\$857,065
Satellite Dishes		103	\$1.51	\$15,026
VCRs, Video Cameras, and DVD Players		79	\$6.36	\$63,531
Miscellaneous Video Equipment		92	\$7.05	\$70,421
Video Cassettes and DVDs		89	\$16.37	\$163,407
Video Game Hardware/Accessories		86	\$22.17	\$221,328
Video Game Software		84	\$11.60	\$115,807
Streaming/Downloaded Video		81	\$14.64	\$146,141
Rental of Video Cassettes and DVDs		82	\$13.45	\$134,277
Installation of Televisions		74	\$0.68	\$6,767
Audio (3)		82	\$67.03	\$669,125
Rental and Repair of TV/Radio/Sound Equipment		73	\$2.88	\$28,699
Pets		100	\$533.85	\$5,328,854
Toys/Games/Crafts/Hobbies (4)		92	\$104.94	\$1,047,498
Recreational Vehicles and Fees (5)		97	\$104.26	\$1,040,729
Sports/Recreation/Exercise Equipment (6)		91	\$150.61	\$1,503,395
Photo Equipment and Supplies (7)		80	\$43.96	\$438,809
Reading (8)		95	\$124.74	\$1,245,133
Catered Affairs (9)		77	\$19.93	\$198,927
<b>Food</b>		86	\$6,972.21	\$69,596,627
Food at Home		89	\$4,445.25	\$44,372,472
Bakery and Cereal Products		92	\$618.14	\$6,170,285
Meats, Poultry, Fish, and Eggs		88	\$980.70	\$9,789,339
Dairy Products		94	\$497.16	\$4,962,629
Fruits and Vegetables		84	\$804.78	\$8,033,303
Snacks and Other Food at Home (10)		90	\$1,544.47	\$15,416,917
Food Away from Home		82	\$2,526.96	\$25,224,154
Alcoholic Beverages		80	\$409.44	\$4,087,063

**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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 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	83	\$6,247.00	\$62,357,539
Value of Retirement Plans	94	\$24,646.15	\$246,017,882
Value of Other Financial Assets	109	\$1,236.88	\$12,346,517
Vehicle Loan Amount excluding Interest	92	\$2,233.89	\$22,298,692
Value of Credit Card Debt	87	\$498.06	\$4,971,661
<b>Health</b>			
Nonprescription Drugs	95	\$118.28	\$1,180,645
Prescription Drugs	106	\$442.27	\$4,414,714
Eyeglasses and Contact Lenses	97	\$87.00	\$868,445
<b>Home</b>			
Mortgage Payment and Basics (11)	81	\$6,940.12	\$69,276,246
Maintenance and Remodeling Services	95	\$1,661.47	\$16,584,752
Maintenance and Remodeling Materials (12)	112	\$405.14	\$4,044,091
Utilities, Fuel, and Public Services	92	\$4,505.40	\$44,972,943
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	83	\$72.30	\$721,701
Furniture	76	\$375.37	\$3,746,983
Rugs	77	\$18.72	\$186,899
Major Appliances (14)	94	\$265.09	\$2,646,109
Housewares (15)	83	\$69.27	\$691,473
Small Appliances	85	\$39.92	\$398,480
Luggage	70	\$6.44	\$64,321
Telephones and Accessories	85	\$60.83	\$607,209
<b>Household Operations</b>			
Child Care	68	\$286.53	\$2,860,179
Lawn and Garden (16)	102	\$414.45	\$4,137,089
Moving/Storage/Freight Express	71	\$44.80	\$447,186
Housekeeping Supplies (17)	91	\$637.87	\$6,367,187
<b>Insurance</b>			
Owners and Renters Insurance	106	\$488.63	\$4,877,475
Vehicle Insurance	88	\$984.58	\$9,828,029
Life/Other Insurance	96	\$397.85	\$3,971,295
Health Insurance	96	\$3,237.52	\$32,316,931
Personal Care Products (18)	84	\$364.30	\$3,636,451
School Books and Supplies (19)	81	\$132.47	\$1,322,329
Smoking Products	117	\$481.51	\$4,806,428
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,015.96	\$20,123,276
Gasoline and Motor Oil	95	\$2,907.26	\$29,020,257
Vehicle Maintenance and Repairs	91	\$942.57	\$9,408,740
<b>Travel</b>			
Airline Fares	71	\$323.68	\$3,231,013
Lodging on Trips	83	\$383.85	\$3,831,571
Auto/Truck Rental on Trips	73	\$17.49	\$174,586
Food and Drink on Trips	83	\$366.05	\$3,653,939

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May 26, 2017



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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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